

# Northfleet Harbourside

Design & Access  
Statement

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Rev A



**Northfleet  
Harbourside**



**uns**  
UNSTUDIO

**MONTAGU  
EVANS**



**C+W O'BRIEN**  
ARCHITECTS

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This Design and Access Statement has been produced by UN Studio for Landmarque Property Group. Northfleet Harbourside has been designed in collaboration with C+W O'Brien Architects and HLM Architects, refer to the list above for the relevant disciplines and responsibilities.

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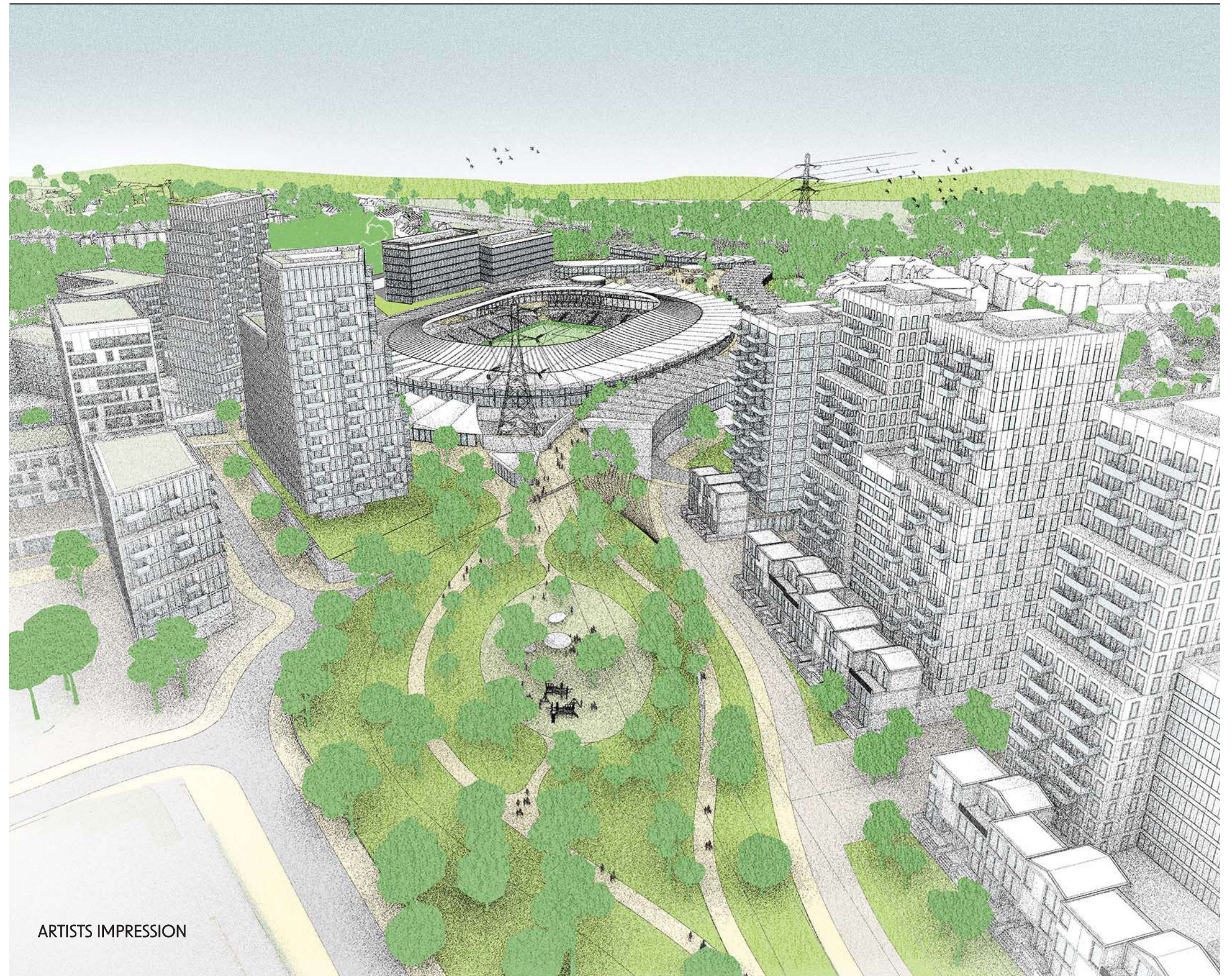
# Executive Summary

This Design and Access Statement has been prepared by UNStudio on behalf of Northfleet Central 1 Ltd in support of an outline planning application for the regeneration of a significant brownfield site in Northfleet.

The development is hereafter referred to as Northfleet Harbourside. This document sets out the site analysis which has been undertaken and the design process which has led to the masterplan proposals forming the basis for the application.

Outline permission is sought with all matters reserved, save for access into and out of the site. Reserved matters approval will be sought for the detailed design of the scheme and internal access arrangements.

This will be prepared in consultation with the community and the Football Club supporters and reflect the detail contained within the accompanying Design Code. The proposal contributes to Council's regeneration priorities and delivers a range of benefits to the local community.





# Executive Summary

## The Marketplace

The Marketplace will be a high-quality retail experience that works closely with the leisure activities of the stadium. The retailing will provide a destination for both visitors and the local community, with all year round activity. Locating Northfleet's retail attraction right at the heart of the proposal will promote multiple visits from its customers. Northfleet retail will embrace a granular street-scape, of human scale and of immense interest but with measure and a sense of 'identifiable' forms and frontages. The scheme will deliver up to 3,500 residential units distributed between 3 neighbourhoods

## The Stadium

At the heart of Northfleet Harbourside lies Northfleet's most treasured cultural link, its football club, will be re-housed in a new stadium.

This multi-functional venue will be capable of hosting a greater supporter base through increased capacity and the ability to host additional events throughout the year.

The Stadium will be capable of hosting major cultural, music and community events for between 10,000-18,000 visitors.





# Executive Summary

## Boulevard Neighbourhood

The Boulevard neighbourhood is located next to the stadium and is developed around a mixed-use active street. A 300 bed hotel and commercial office spaces are complementing the diverse character of this area. Much of the ground floor of this neighbourhood provides a mix of local community services and food and beverage offerings.

## Riverside Neighbourhood

The Riverside neighbourhood is situated adjacent to river Thames where river-front dining options and event spaces will provide a vibrant and attractive waterfront attraction;

## Parkland Neighbourhood

The Parkland neighbourhood, located next to the Swanscombe peninsula, will provide a quiet yet diverse residential quarter with direct access to green spaces and local amenities.

## The 15-minute City

The new shops, restaurants, coffee shops, and workspaces at Northfleet Harbourside will accommodate a commercial offer that satisfies residents daily needs on-site, allowing them to work locally, creating a 'place' and support the '15-min City' concept. Pathways will contribute to creating a positive public realm and urban environment, helping the community to meet and come together. Extensive and accessible public open spaces will ensure that the upcoming development will be a sustainable place which responds to Nature & Heritage.





# Executive Summary

## Figures of the Scheme



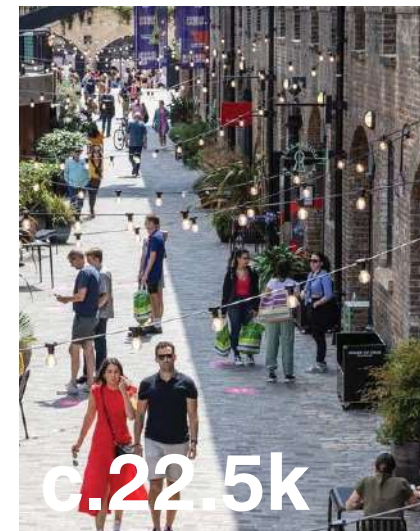
**New EUFC c.8,000 seat stadium**, also capable of **hosting events of up to 20,000**, realising c. 50 part time jobs on match days, and ca. 400 on major event days



**c.315,000 m<sup>2</sup> residential** built area, representing up to **3,500 residential units**, supporting c.5,500 - c.6,000t local residents



**Commercial Space of c. 15,000 m<sup>2</sup>** representing **1 person per 15sqm, equating to ca. 1,100 jobs** with corporate occupiers



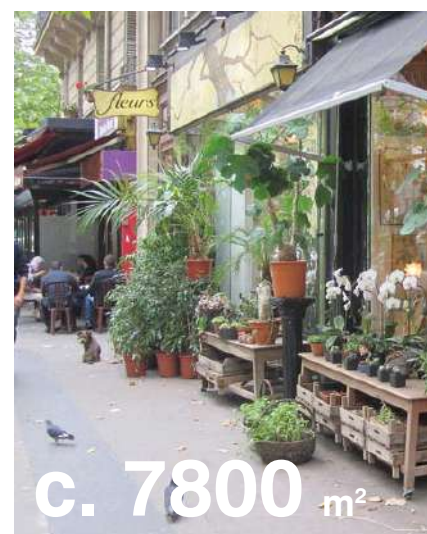
Retail space c. **22,500 m<sup>2</sup>** supporting c. 2 million+ visits p.a. (vs 30million at Bluewater), requiring c. 1,200 full and part time jobs



Medical Services facilitating c. **1,500 m<sup>2</sup>** of 'all medical service' uses – requiring c. **50-60 medical specialist / consultancy jobs**



**c. 300 Bed Hotel** of c. **20,000 m<sup>2</sup>** supporting local business visits, events, conferences and matches with **60 full and part time jobs**



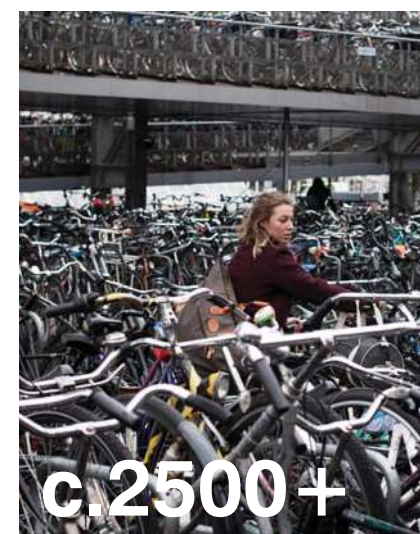
Local retail, medical, community and essential services space supporting **c.7,000 m<sup>2</sup> and c. 300 retail jobs**



**Green Zones** (including parklands, green spaces, private gardens, public access pitches and children play space)



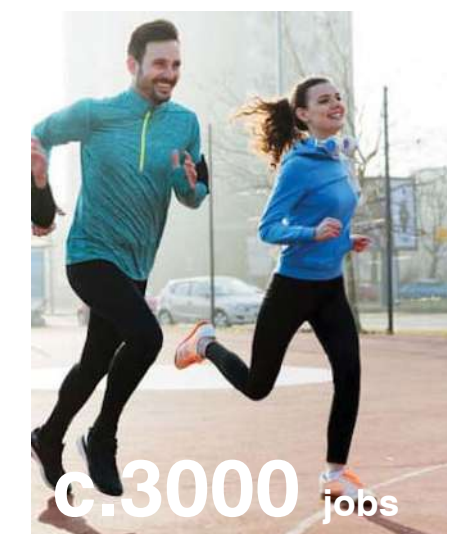
Car parking for both local and visitors of c. **2,600+ spaces**



c.2,500+ bike spaces, associated storage and charging points



Pedestrian access pathways



c. 500-3,000 full and part time jobs across retail, sports health, commercial office, event management, estate management, Food & Beverage & Incubator SME's.





**Northfleet  
Harbourside**

# 1. Introduction

Northfleet Harbourside



# 1.1. Why is the project coming forward?

## A Home for Ebbsfleet FC

At the heart of the project investment in Northfleet Harbourside will secure the future of its historical football club, creating a new Stadium within a broader vibrant mix of commercial and residential precincts. This stadium will be multi-purpose, designed to host a series of events from football, cultural events, music concert and community events.

## New Jobs for the Local Community

Northfleet Harbourside will create c. 3000 new jobs in retail, leisure and the services sector, greatly boosting the local economy. Employers will commit to offering opportunities for local people with the availability of training opportunities in retail and hospitality sectors. Small and local businesses will have excellent opportunities for growth in the incubator spaces within the proposed development.

## New Retail Centre for Northfleet

The Marketplace Neighbourhood, right at the centre of the development, will put Northfleet on the map as a retail destination. Creating much needed jobs while creating a one of its kind Retail/ Stadium experience.



The Stadium



The Club



# 1.1. Why is the project coming forward?

## The need for Local Services

From an extensive period of public consultation we know Northfleet needs investment in key local community services including healthcare, childcare, community spaces and sports facilities.

Northfleet lacks in essential public services, from doctors surgeries to local supermarkets. The Northfleet Harbourside Development proposes to create space to deliver these much needed new, modern and accessible local services within the ground floor of the development.

This development will ensure the long term provision of high quality locally accessible services while creating new jobs within borough of Gravesham.

## Respecting History

The industrial history of the site will form the driver for the material design of the project. Taking cues from the local industrial history the project will be designed in a way that mirrors a true understanding of the local and historical architecture of the community.

## Residential Needs

There is a growing demand within the borough to provide high-quality, sustainable and energy-efficient homes for the many different dwelling typologies. Northfleet Harbourside will provide 3500 new homes for the area, including affordable homes to meet local needs.

The current site greatly lacks in open, public and landscaped green spaces. These 3500 new homes will all be designed around and within an impressive public realm green space, accessible to all, this space will provide much needed parklands, green spaces, seating areas and children play spaces. This proposed green play place will increase the current green zone by c. 350%.

Understanding the current challenges of the site, such as air-quality, noise and antisocial behaviour this new public realm will create much needed open green for children and young adults in a safe, sustainable and active environment.





# 1.2. Planning Policy Context

## Statutory Development Plans

The project is also coming forward in reaction to The Statutory Development Plans for the site, which consist of;

1. Gravesham Local Plan First Review Saved Policies (1994)
2. Gravesham Local Plan Core Strategy (2014)
3. Kent Minerals and Waste Local Plan 2013 – 2030 (2016, revised 2020).

The Core Strategy Spatial Vision for Gravesham seeks that by 2028, Gravesham will have regenerated itself from dominate heavy riverside industry to offer a more diverse range of employment, housing and support facilities that respects the unique built, historic and natural environment. The proposed development at Northfleet Harbourside presents an opportunity to build on this Spatial Vision for 2028.

The policies which specifically relevant to Northfleet Harbourside are;

- It is within the Northfleet Embankment and Swanscombe Peninsula East Opportunity Area
- The site is partially within Crossrail and High Speed 1 Safeguarding Areas
- The site is partially within Highways Safeguarding area
- Part of the site is identified as Robins Wharf, an area to be safeguarded (Safeguarded

Wharves and Rail Depots), both for Brett and Aggregate Land

- The site is within a Mineral Safeguarding Area (Sub-Alluvial River Terrace Deposits)
- The site falls within Gravesham Borough Council Urban Boundary / Village Confines
- The site falls within the Gravesham Borough Council Land Allocations.

## The National Planning Policy Framework (NPPF)

Published in March 2012 and revised in July 2018, February 2019 and July 2021.

The NPPF sets out the Government's approach to planning matters, and is a material consideration in the determination of planning applications. High quality and inclusive design which is delivered through mixed and integrated developments with well planned public spaces is encouraged at all policy levels. The NPPF notes that good design is fundamental to the planning process and in achieving sustainable development, and should contribute to creating better places in which to live and work. Some key expectations set out are that developments;

1. Will function well and add to the overall quality of the area, not just for the short term

- but over the lifetime of the development
2. are visually attractive as a result of good architecture, layout and appropriate and effective landscaping
3. are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)
4. establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit
5. optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks
6. create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder do not undermine the quality of life or community cohesion and resilience.

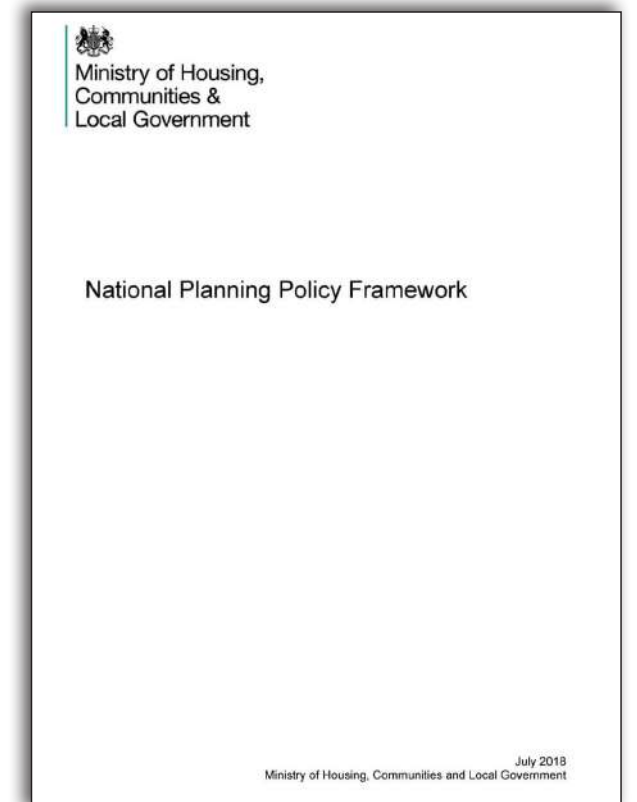
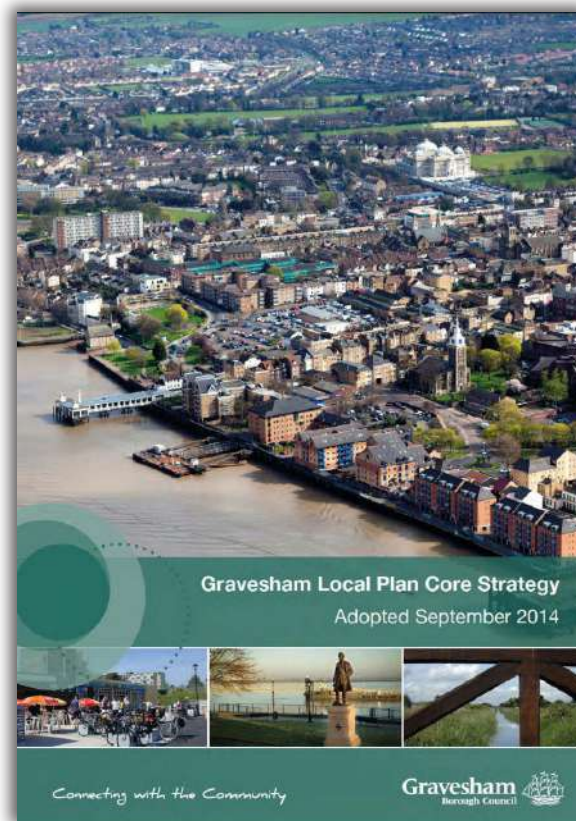
## Supplementary Planning Guidance (SPG)

There are a number of guidance documents which provide extra guidance on policies within the local plan. Kent Council has produces a number of documents which are relevant to the Northfleet Harbourside development.

- Kent Design Guide (SPG 5, published December 2005, adopted July 2006 – except Supplementary Planning Guidance on residential parking);
- KCC Guide to Development Contributions and the Provision of Community Infrastructure (2007);
- Kent Vehicle Parking

Standards (SPG 4 published in 2003 and adopted in 2006);

- Vehicle Accesses on Classified Highways (SPG 6 November 1992);
- GBC Residential Layout Guidelines, SPG2, including Housing Standards Policy Statement October 2015, adopted February 1996 – amended June 2020 to combine the 2015 Statement;
- Technical Housing Standards: Nationally Described Space Standards, March 2015;
- National Design Guide, Ministry of Housing, Communities and Local Government, October 2019, updated January 2021.





# 1.3. How to read this Document?

## Design & Access Statement

The document should be read primarily in conjunction with the Design Code document, which gives guidance over the design of the proposed masterplan development and the public realm. This document explains how the design of the proposal has emerged and the ambitions, aspirations and objectives of the proposal in relation to the design of the development and the public realm.

An illustrative masterplan has been produced to demonstrate how the scheme’s vision could be delivered within the design parameters. This is referred to in the application documents as the Illustrative Masterplan; this scheme is only illustrative, and the actual detail of each part of the proposed Development to be built will come forward only when Reserved Matters applications are made.

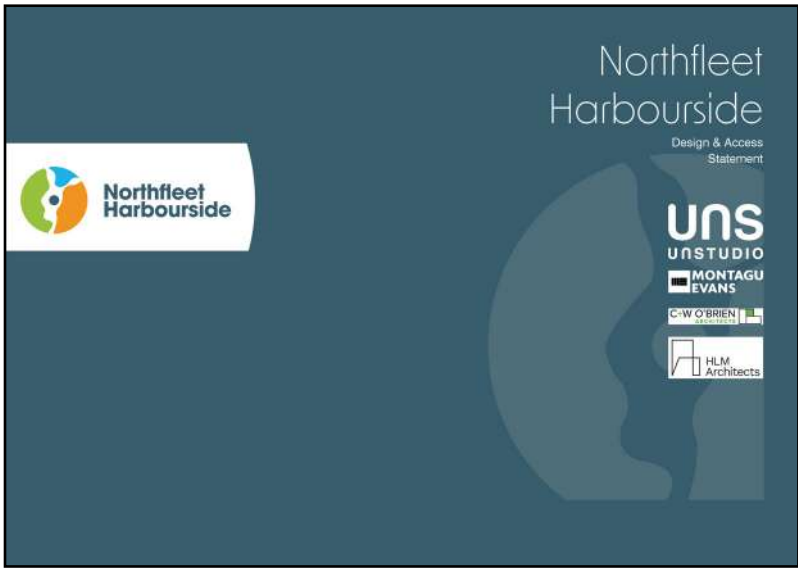
## Design Code

A set of **Design Codes** that establish standards for how buildings will be formed, give form to streets and enclose public spaces support the Design and Access Statement and the Parameter Plans. The document is also used to ensure that high quality architecture and public realm design is delivered whilst providing sufficient flexibility to allow architectural interpretation to take place.

The Design Code should be read together and specifically in conjunction with the Parameter Plans; and with reference to all other documents forming part of the Northfleet Harbourside Outline Planning Application, particularly the Design and Access Statement.

## Parameter Plans

The Parameter Plans (NFH-UNS-MAST-DR-1001 - 1018 inclusive) set out the design parameters which will guide the overall layout, provision of open space, form and scale of development. The plans show the outlines and geometry of development parcels, routes and open spaces, according to defined limits of deviation. The parameter plans represent a distillation of the design principles inherent in the masterplan developed for the site.



Design & Access Statement



Design Code



Parameter Plans





**Northfleet  
Harbourside**

## 2. The Vision

Northfleet Harbourside



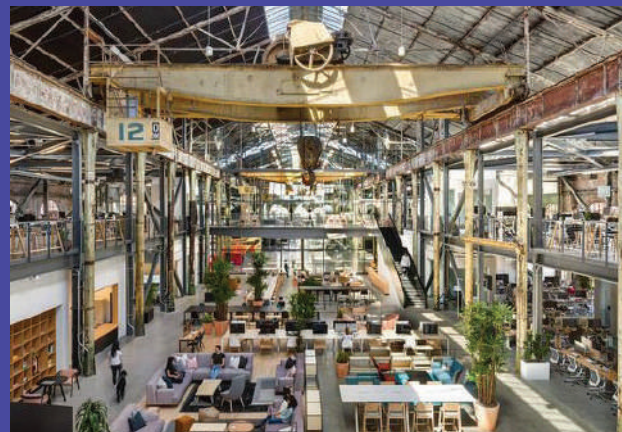
## 2.1. Northfleet Harbourside Objectives



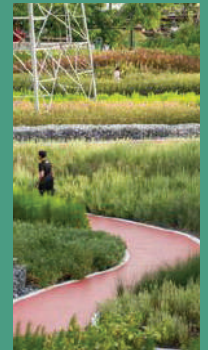
### 1. Football Club



### 2. New Community



### 3. Accessibility Connectivity





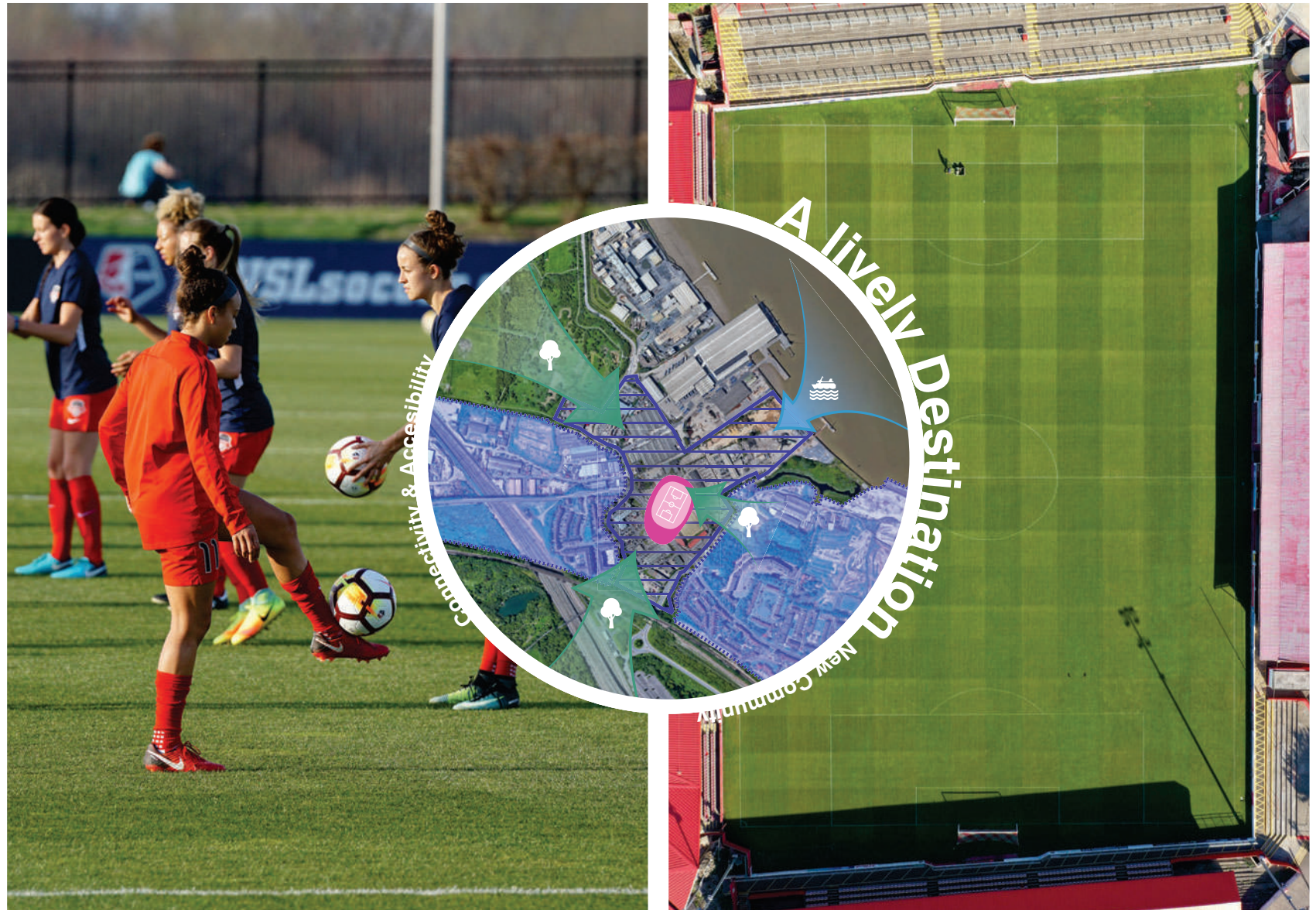
## 2.1.1 Northfleet Harbourside Objectives

### Stadium as a Pivot Point

One of the main objectives of Northfleet Harbourside is to re-imagine the football club as a stimulus for regeneration.

The goal is to introduce attractors for people to gather, celebrate and create shared experiences and to offer an integrated destination that provides for visitors and gives back to the community.

This proposal aspires to bring a contemporary vision that binds sports, commerce, culture, innovation and community.





## 2.1.2 Northfleet Harbourside Objectives

### A New Community Based on Healthy Living

Another objective of the proposal is to introduce a new community based on healthy living.

This can be achieved by building an inspiring and innovative community, by attracting community-centric companies and entrepreneurs and by creating a liveable public life.

Healthy Cities offer inclusive neighbourhoods, walk-able quarters, quality health care and safe public spaces for socializing and playing to cater to the holistic well-being of its residents.





## 2.1.3 Northfleet Harbourside Objectives

Accessibility / Connectivity with Existing Neighbourhoods, Nature & Waterfront.

Northfleet Harbourside is focused on being connected with existing neighbourhoods, with nature and with the waterfront.

Public green space makes room for play, social interaction, creativity, economic activities and entertainment.

Investments in green spaces and sustainability become the pillars for creating liveable and attractive places.





## 2.2 Placemaking Vision

### Vision Pillars

Six key Vision Pillars come together to create a comprehensive placemaking vision for Northfleet Harbourside. The Pillars take into account all of the key aspects required for the creation of a sustainable new neighbourhood; active travel and transport, the creation of a welcoming and engaged community, green and blue infrastructure, addressing the climate emergency, recognising the heritage of the area and providing a broad mix of homes.



#### **Connective Placemaking**

A permeable, well connected network of active travel connections and easy access to public transport



#### **A Welcoming Community**

Centred around the new home of Ebbsfleet United FC, Northfleet Harbourside has community at its heart. The new development connects in with existing neighbourhoods and provides them with new facilities such as health care and community meeting spaces.



#### **A New Green Northfleet**

Two new parkland areas, publicly accessible river and harbour frontages, as well as numerous pocket parks and public squares. Northfleet Harbour presents new outdoor amenities for new residents.



#### **Sustainable Masterplanning**

Homes and commercial buildings with low energy requirements and producing their own energy through renewable sources.



#### **A Strong Future Built on the Past**

The proud heritage of the area is to be captured and used as inspiration for the architecture and landscape of Northfleet Harbourside - referencing both the maritime and industrial legacy of the neighbourhood.



#### **A Rich Mix of Uses**

A strong connection between the proposed masterplan program and diverse public realm.



## 2.3 Main Program Components

### Stadium & Football Club

The proposed development seeks to create a new multi-purpose day/night 8,000 capacity stadium. The proposed space will play host to a series of major cultural, music and community events.



### Housing

The residential proposal aims to provide up to 3,500 new homes for the local area, designed to exceptional standards with an emphasis on security, safety and visual connectivity.



### Retail

The proposed development will strive to celebrate and elevate the retail experience for occupants and visitors by providing up to 22,500 m² of retail stores along an attractive external public route.



### Office

The development will provide two key commercial blocks promoting high quality work space, flexibility and sustainable future-proofing.



### Community

Community and cultural spaces are intended to form a central anchor point for the proposed development. Seminars, workshops and market events could be hosted on-site.



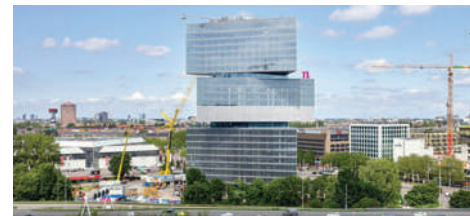
### Health & Medical

The development proposes more than 1500 m² of health programme, this programme allows for the provision high quality local health and medical amenities.



### Hotel

The proposed development seeks to provide a hotel which would provide accommodation for shoppers, commercial and recreational visitors.



### Neighborhood Amenities

The development proposes to provide approx. 2,600 m² of local amenities space such as medical, nursery, retail and F&B, strategically located amongst the residential programmes.





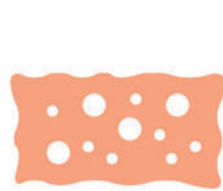
## 2.4 Building a Sustainable Community

### How to Build a Sustainable Community - The 15-min city



#### 01. The 15-min model

The 15-minute city concept is perhaps one of the most important parts of making a sustainable city. Essentially everything you will need in your day to day life should be around a 15-minute walk from your house.



#### 02. Sponge cities

The concept behind 'sponge cities' is allowing water to flow naturally instead of obstructing its flow with man-made materials. Creating permeable pavements, having more vegetation, and introducing natural flood barriers are just some of the ways to create a sponge city.



#### 03. Circular economy

The circular economy aims to keep resources in use and create nearly no waste. Achieving this will require global co-operation since it requires a system change. The circular economy is a sustainable economy and will fix many of our current problems.



#### 04. Renewable energy

Turning our backs on fossil fuels is another big priority. In the near future, all our energy should come from renewables. Besides, fossil fuels are a finite source. Renewable energy, as the name suggests, never runs out. In addition, it doesn't contribute to the climate crisis.



#### 05. Green buildings

Buildings should all be highly efficient to use the least amount of energy, be carbon zero, and be covered in vegetation. Good ventilation and insulation is also another part of green buildings. Rather than digging up new materials, buildings should be built with recycled materials.



#### 06. Self-sufficient

Cities should become self-sufficient meaning they should make (nearly) everything they need. This includes creating a lot of their own food, catching their own water, and producing their own energy. Self-sufficiency should be the target of all future cities.



#### 07. Vegetation

Cities should be covered by greenery. Trees and plants should be everywhere. We must integrate as much nature into our lives as possible. With green roofs, parks, urban forests we can once again reconnect to nature.



#### 08. Waste management

Waste management needs to quickly improve, especially in developing countries because it's polluting nature and destroying ecosystems.



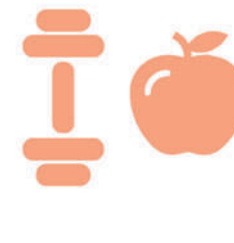
#### 09. Climate-resilient

The effects of climate change are inevitable. Cities must become resilient to what is coming. Some cities will need to find a solution to overheating, others to flooding, and some to droughts.



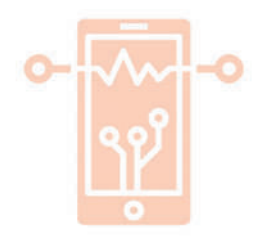
#### 10. Reduce light pollution

Light pollution is an underrated problem. It affects wildlife more than you think. Reducing light pollution will be tricky, but not impossible, the most obvious way is to switch off any lights at night that are not being used, including decorative lights.



#### 11. Healthy environment

A healthy environment is another important feature when designing a sustainable city. It must not compromise the health of its citizens. This can be done by adding green spaces, reducing the number of cars on the road, and creating outdoor activities for everyone.



#### 12. Smart technology

Technology has come a long way. It's only logical to use it to our advantage and use it to make cities better. By using smart technology, we could connect the city and its people even more.



# 2.5 Sustainability & Energy

## Framework Sustainability and Energy Statement

### Overview

A Framework Sustainability & Energy Strategy has been developed for the Masterplan of Northfleet Harbourside in accordance with the sustainability objectives and aspirations of the Applicant and Gravesham Borough Council. The strategy sets out the high level approaches to achieving a Net Zero Carbon community and underpin the Masterplan's response to climate change and resource management.

Key opportunities for implementing sustainability measures and solutions appropriate to the Masterplan have been identified and these align with the UN Sustainable Development Goals.

To further assist and secure an advanced sustainability performance across the Site, a number of accreditations and approaches have been considered. These include, but are not limited to, the standards set out in the table *Table 01*.

Subsequently, the Masterplan demonstrates the following sustainability performance indicators, these indicators are proposed at an outline, site-wide level with the intention of being further developed as the scheme detail is designed. It is anticipated that Northfleet Harbourside will achieve the sustainability aspirations of the Applicant and the Local Authority

- A new sustainable community that is designed to be resilient and adaptable to future climate change.
- A Net Zero Carbon community that adopts a whole life carbon approach to reducing its carbon impact.
- A built environment that maximises the opportunities for onsite renewable energy generation.
- A vibrant commercial offering that demonstrates environmental and social responsibility by attaining BREEAM 'Excellent' certification as a minimum.
- A community that puts the health and wellbeing of site occupants, users, and visitors at its heart by aligning with, and potentially being certified under, the WELL standard.
- A new environment that supports nature and habitat creation whilst providing public spaces for recreation, leisure, and play.
- A robust and resilient digital economy and community through application of the principles of WiredScore, with the potential for formal certification.
- A community that lives and works 'smart' to drive resource and cost efficiency.



UN Sustainability Goals

| Standard/ Approach                    | Minimum Targets                                                                                                             | Aspiration                                                                      |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Net Zero Carbon – regulated emissions | 45% improvement over Building Regulations Part L                                                                            | Zero Carbon i.e. all emissions offset onsite or through carbon offsetting       |
| Net Zero Carbon – whole life carbon   | Design in accordance with LETI NZC Climate Emergency Design Guide. Consider both embodied carbon and operational energy use | Achieve LETI targets and KPI where practicable, including a zero carbon balance |
| BREEAM                                | Excellent certification                                                                                                     | Outstanding certification                                                       |
| WELL                                  | Adopt key principles to deliver a healthy community and buildings                                                           | Achieve formal certification                                                    |
| WiredScore                            | Adopt key principles to deliver a strong digital economy                                                                    | Achieve formal certification                                                    |
| SmartScore                            | Adopt key principles to deliver intelligent buildings and homes, potentially supported by a smart/micro grid                | Achieve formal certification                                                    |

Table 01.



## 2.5.1 Sustainability & Energy

### Energy & Policy Framework

#### Overview

The project team in consultation with an Energy Services Company (ESCO) have identified three potential strategy options for supplying fossil fuel free, low carbon (potentially zero carbon) heating and cooling to Northfleet Harbourside. These are set out in the table below.

At this outline stage the Applicant and project team's preferred strategies are Options 1 or Option 2. Each option will be explored and appraised in detail at the next stage of design. Several factors will be taken into consideration including spatial constraints, visual amenity, technical feasibility, contribution to reducing carbon, and cost-benefit to future site users and occupiers.

#### Policy & Sustainability

The Masterplan and the sustainability strategy have been developed giving due consideration to local, regional and national planning policy.

##### **The National Planning Policy Framework (NPPF)**

High quality and inclusive design which is delivered through mixed and integrated developments with well planned public spaces is encouraged at all policy levels. The NPPF notes that good design is fundamental to the planning process and in achieving sustainable development and should contribute to creating better places in which to live and work.

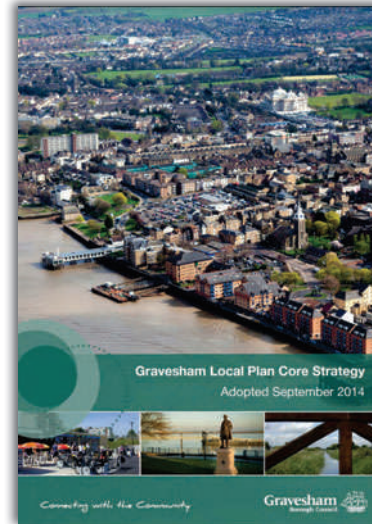
##### **Gravesham Local Plan Core Strategy (2014)**

*Policy CS01: Sustainable Development*

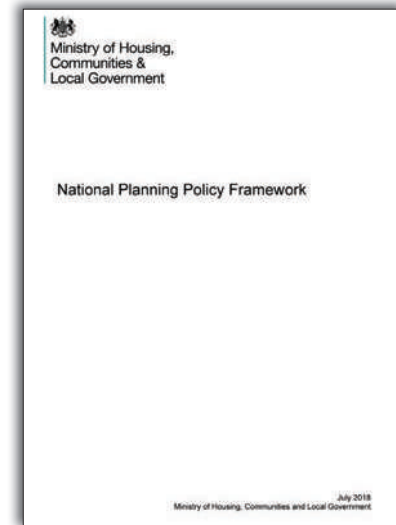
*It will work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.*

##### **Policy CS18: Climate Change and specific narrative on Carbon Reduction**

- The Core Strategy seeks to reduce greenhouse gas emissions
- Respond to the challenges of climate change, by minimising the risk of flooding
- To help increase the use and supply of renewable and low carbon energy
- Zero carbon will be achieved through a combination of: fabric energy efficiency which will require that new homes are sufficiently well insulated and adequately air tight.
- The Council also supports proposals for stand-alone decentralised, renewable or low carbon energy development
- The Council recognises the positive impact that contemporary, innovative design solutions can have in appropriate locations



Gravesham Local Plan Core Strategy 2014



National Policy Framework July 2018

| Option    | Strategy                                                                                                                                                                                             | Technologies                                                                                                                           |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Option 01 | Single centralised energy centre serving whole site via District Heat Network                                                                                                                        | Hybrid.<br>ASHP-led with contribution from GSHPs (if viable).<br>PV could provide power-requirements to enable a zero carbon strategy. |
| Option 02 | Each phase served by its own energy centre(s) with dedicated District Heat Network                                                                                                                   | Hybrid.<br>ASHP-led with contribution from GSHPs (if viable).<br>PV could provide power-requirements to enable a zero carbon strategy. |
| Option 03 | Decentralised strategy where each building is served via a local heating/cooling plantroom dedicated to that building. No District Heat Network; building served via internal distribution pipework. | ASHPs based on the roof and/or GSHPs (if viable).<br>PV could provide power-requirements to enable a zero carbon strategy              |

Table 01.





**Northfleet  
Harbourside**

# 3. Site context & Analysis

Northfleet Harbourside

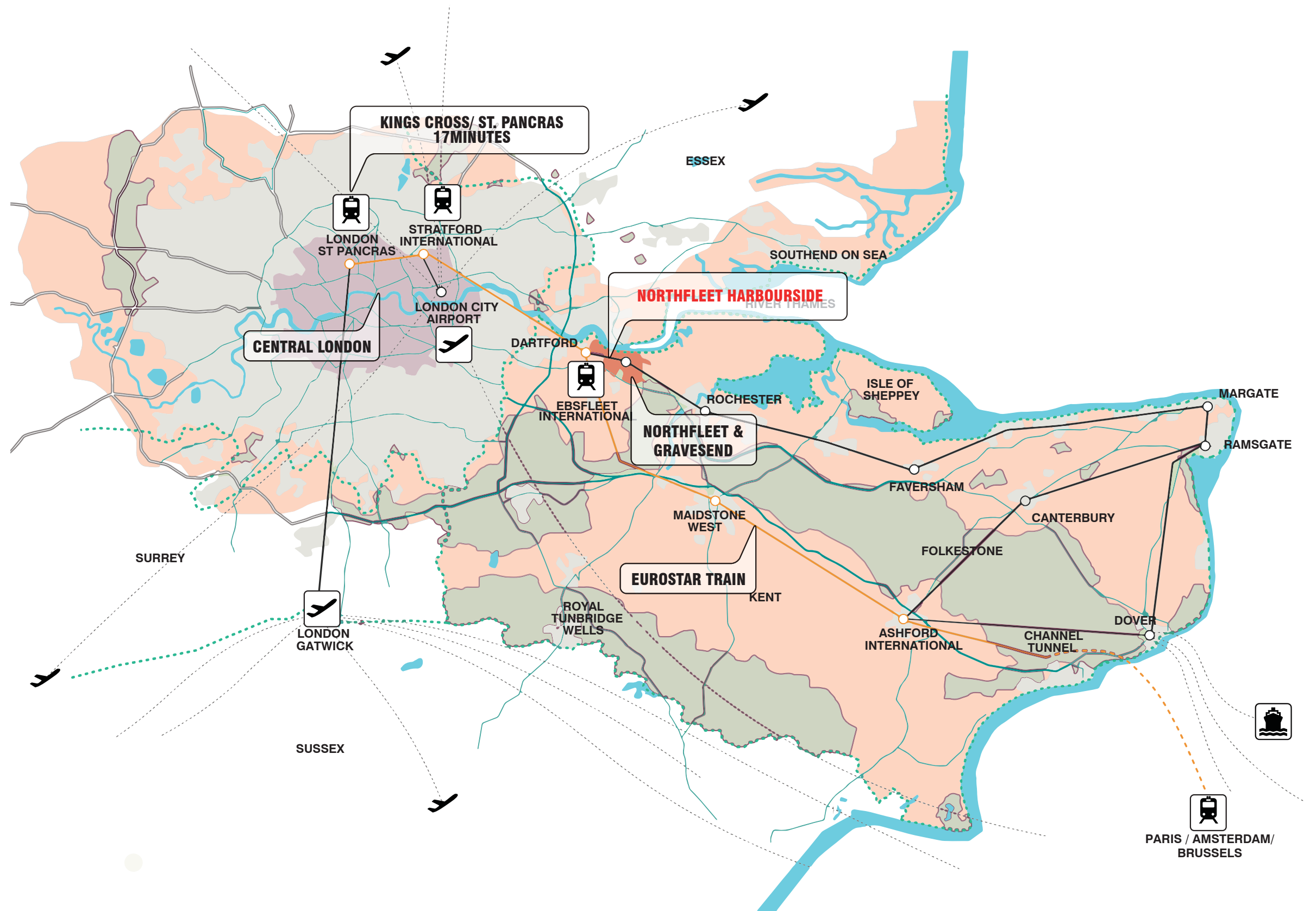


# 3.1 Wider Context

Northfleet forms part of the urban area of Gravesend, Kent, located 2.5 km from Gravesend and within a circa. 17-minute rail journey from central London. The River Thames is a significant presence, forming one of the key boundaries of the site and offering future opportunities for sustainable travel.

With its name derived from being situated on the northern reach of what was once called the River Fleet (now, River Ebbsfleet), employment uses have been of historical importance with focus on cement and river trade. Since 1946, Ebbsfleet United have been at the heart of the area and a constant focus for the community.

The site is located immediately west of Gravesend, and on the border with the Borough of Dartford. Northfleet has its own railway station on the North Kent Line, and is located to the north of Ebbsfleet International railway station.



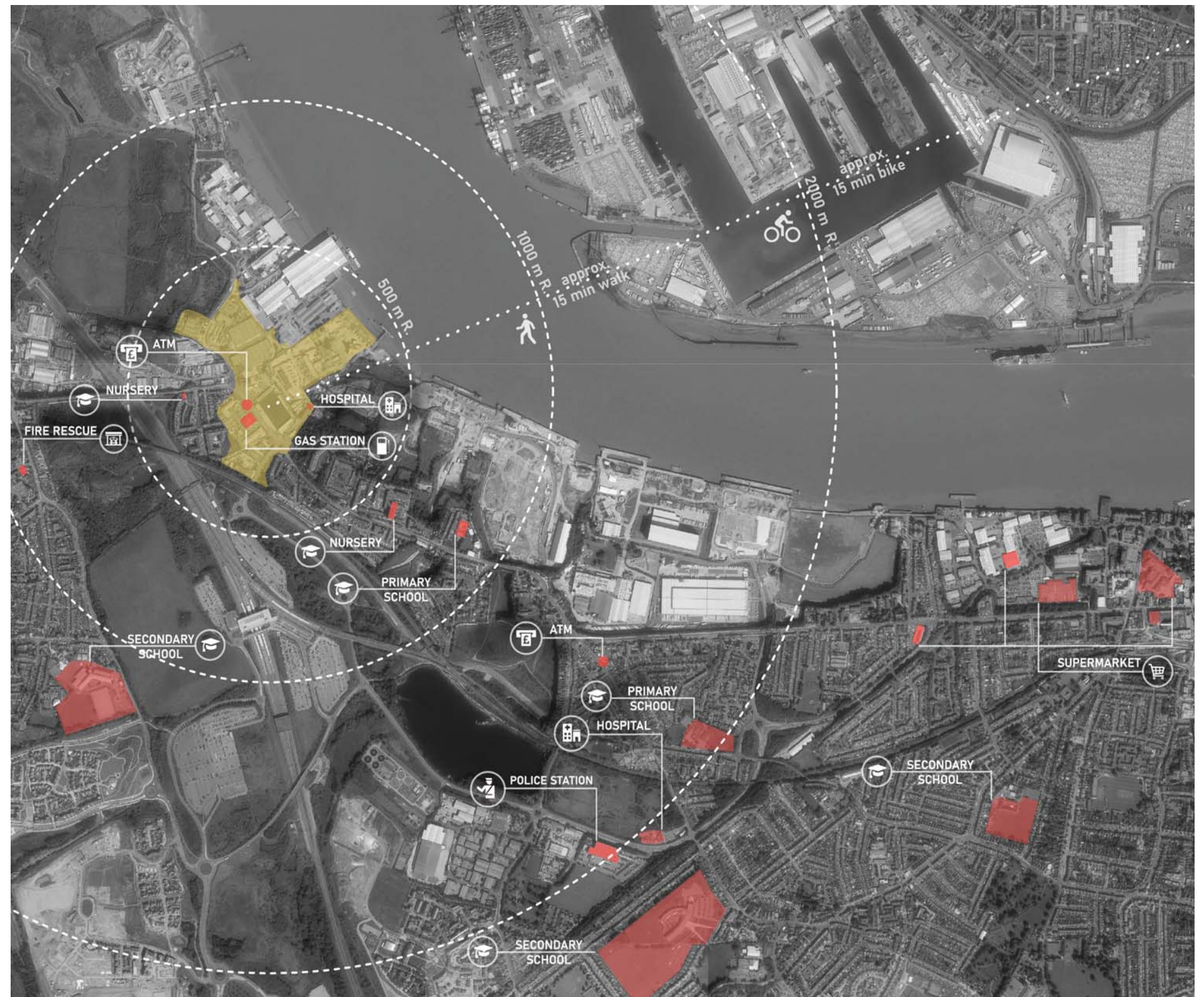
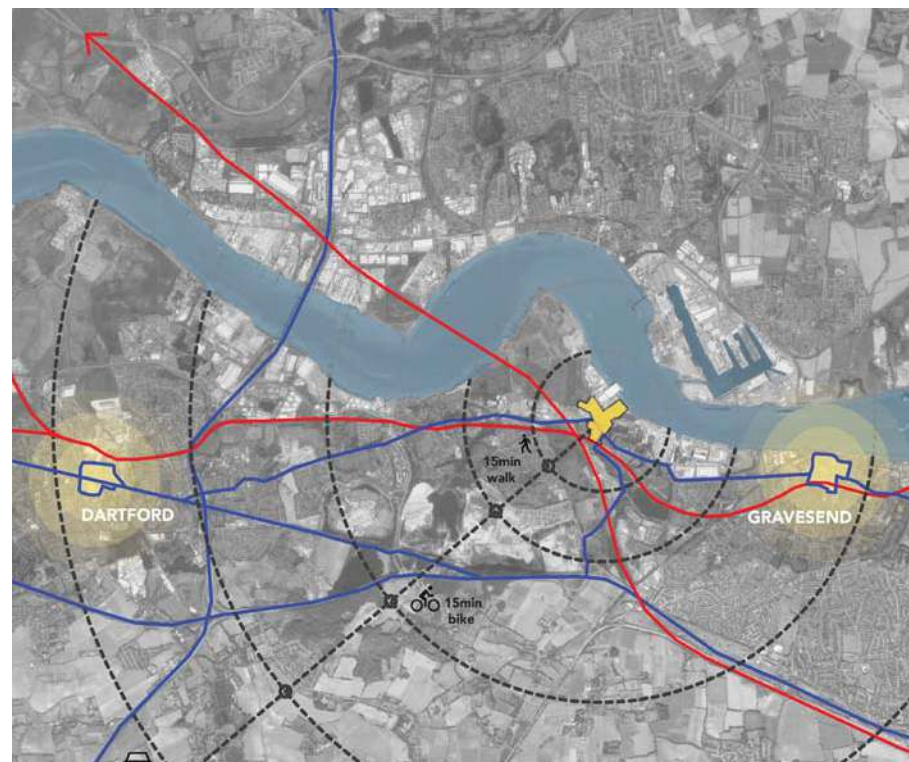


## 3.2 Local Context and Accessibility

The site is located on the River Thames in Northfleet, Kent a short walk away from Ebbsfleet international train station providing high speed trains to London and beyond.

Northfleet High Street and train station lies to the South East of the site providing basic local amenities whilst larger shops and facilities can be found in the neighbouring towns of Gravesend.

The site is adjacent to the Swanscombe Peninsula SSSI, but the site itself is not subject to any environmental or habitat designations.





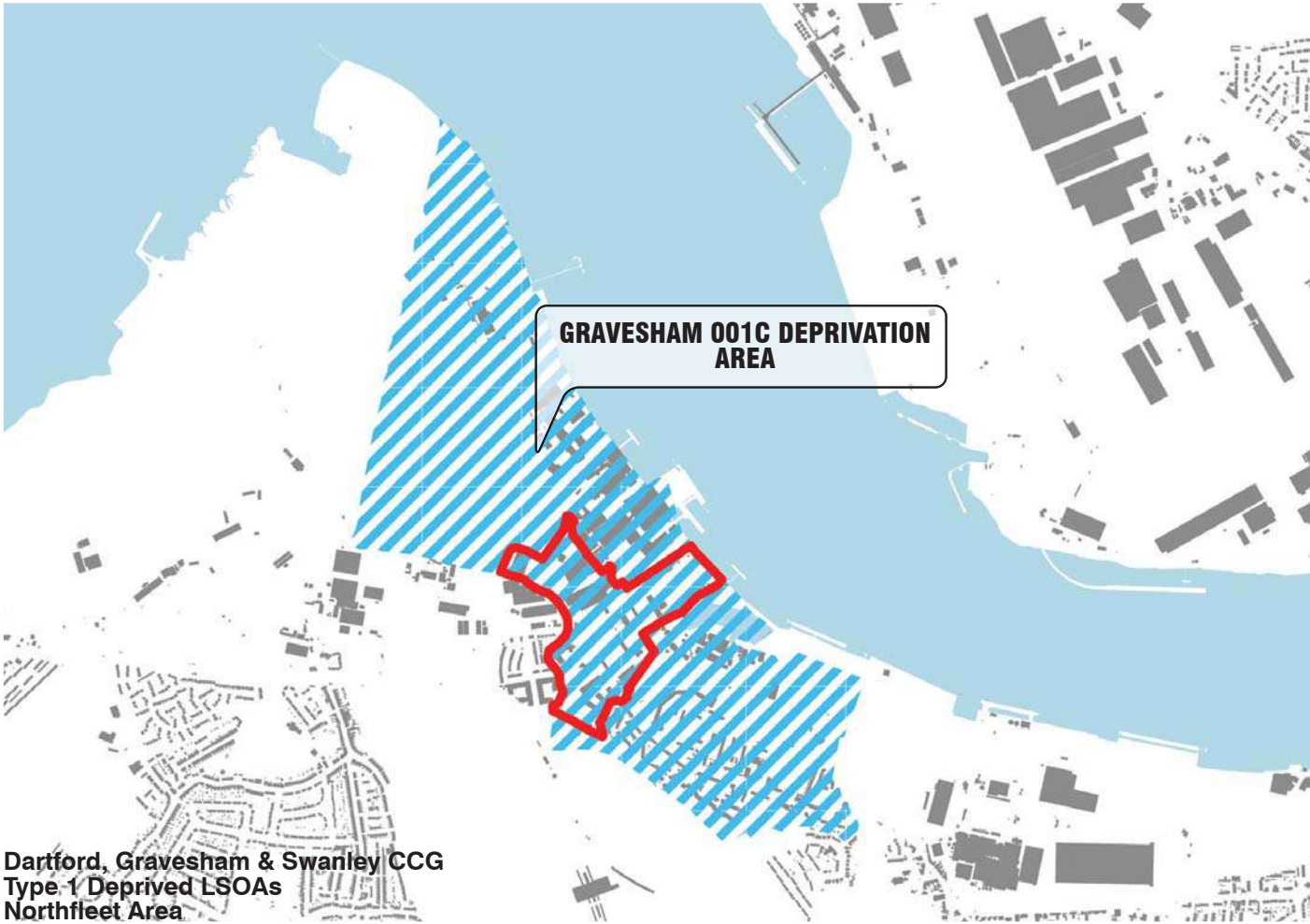
# 3.3 Social & Demographic Context

The site at Northfleet Harbourside sits within an area of deprivation.

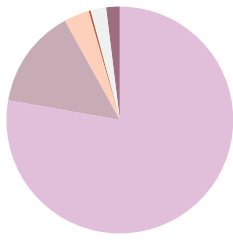
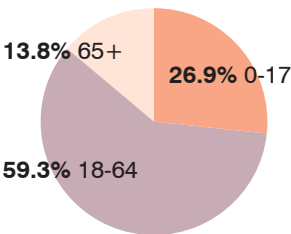
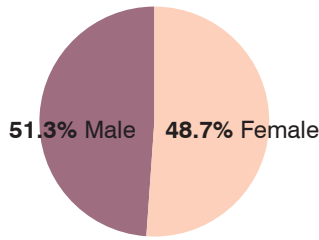
Deprivation is prevalent in the areas around Northfleet such as Dartford, Swanscombe, Gravesend and Swanley. 13 Lower-layer Super Output Area (LSOA), feature in the most deprived decile in Kent. A key opportunity to focus on includes 'Education and Employment opportunities for young people', this area of deprivation is also characterised by low levels of well-being

Northfleet Harbourside development has the oppertunity to provide excellent job opportunities for young people, local health amenities and services for the existing local community providing an opportunity to raise the levels of well-being within Northfleet.

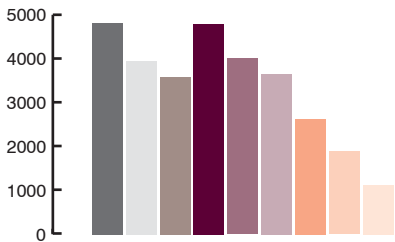
Ref: Dartford, Gravesham and Swanley CCG Mind the Gap summary - Kent County Council



## Demographic Context

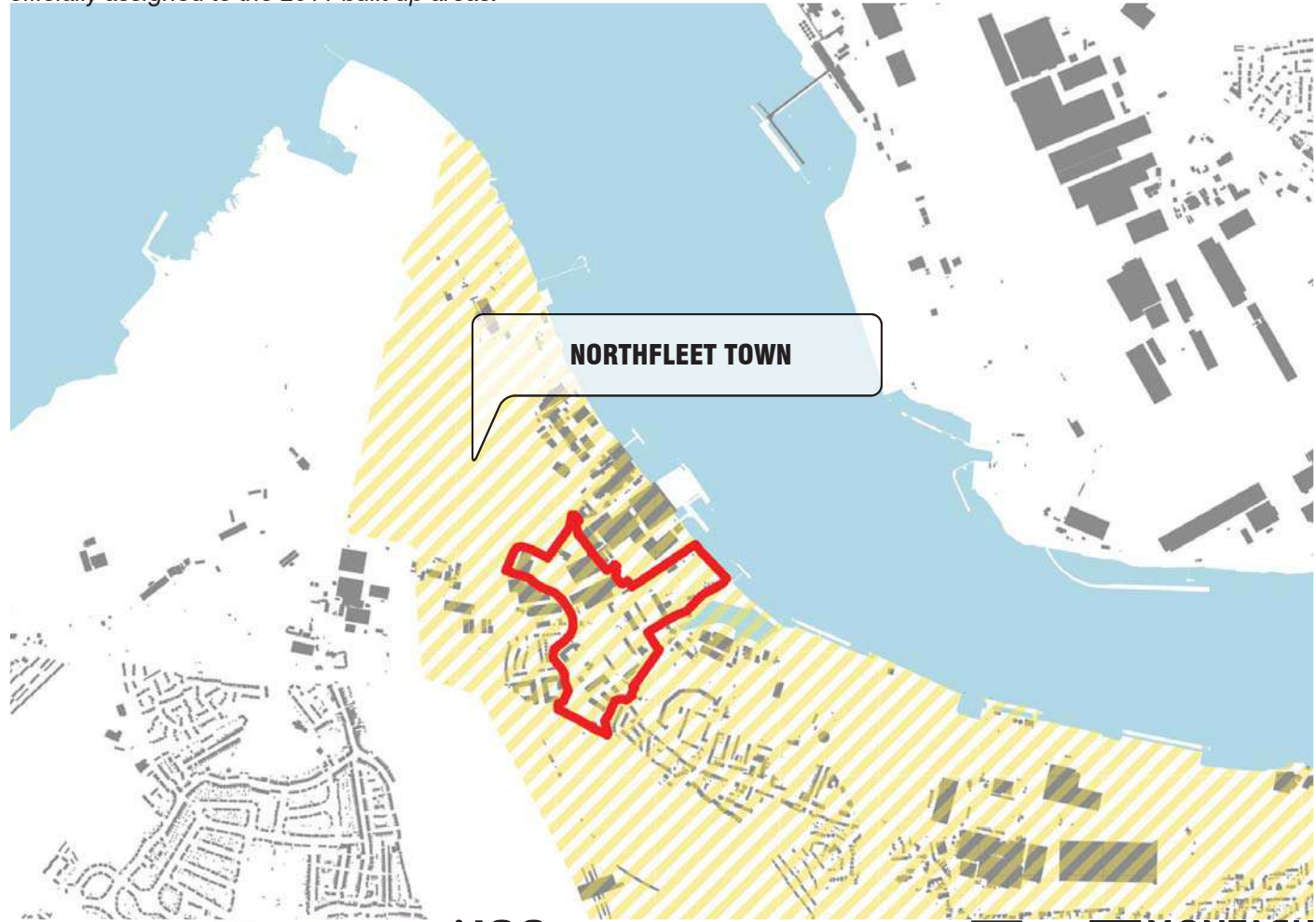


|                |        |
|----------------|--------|
| White          | 21,838 |
| Asian          | 3,592  |
| Black          | 1,023  |
| Arab           | 23     |
| Mixed/multiple | 629    |
| Other          | 523    |



|             |       |
|-------------|-------|
| 0-9 years   | 4,800 |
| 10-19 years | 3,935 |
| 20-29 years | 3,572 |
| 30-39 years | 4,778 |
| 40-49 years | 3,997 |
| 50-59 years | 3,642 |
| 60-69 years | 2,621 |
| 70-79 years | 1,874 |
| 80+ years   | 1,120 |

Ref: UK Office for National Statistics  
All population figures and depicted boundaries are based on output areas officially assigned to the 2011 built-up areas.





## 3.4 The Application Site

The Northfleet Harbourside site is predominantly used for industrial facilities with Ebbsfleet United FC's ground at its centre and assorted residential and industrial developments at its borders.

The site benefits from access to significant landscape assets; frontage overlooking the River Thames and Robin's creek; as well as footpath connections to The Swanscombe Marshes. Ebbsfleet International Train Station and Northfleet station are a short walk from the site providing convenient links to central London and beyond.





## 3.5 Photographic Context Survey



01.



02.



03.



04.



05.



06.



07.



08.



09.



10.



11.



12.



13.



14.



## 3.5 Photographic Context Survey



Red line boundary location is approximate in this aerial photograph.



## 3.6 Historical Context

### Overview

Northfleet has a rich history which has influenced the development of the proposal and will be commemorated in the new development through landscape interventions, architectural expression and public art.

There are no statutory listed heritage assets within the site boundary but adjacent to the site there is a primary historical feature of the Downdraught Kiln on Grove Road.

Northfleet Harbour was one of the earliest usable marine facilities due to its bed of impervious solid chalk.

Historical evidence of temples, a villa and burial grounds demonstrate that the harbour was in use during Roman times whilst the discovery of a rare water wheel points towards continued use during Saxon times.

During the 16th Century, British monarch's visited the harbour to stay at Orme House located on its banks and by the 18th century the Ebbsfleet River and harbour were being used for industrial processes.

Initially, a flour mill was constructed that was later converted to cement production.

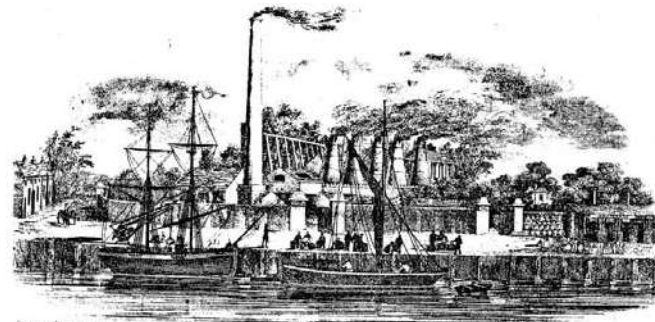




# 3.6 Historical Context

## Northfleet Through the Ages

The site and surroundings have been documented several times since the 1600's beginning with a painting believed to depict Orme House formerly used by the Royal visitors and evolving into documentation of the different industrial endeavours and breakthroughs. The stonebridge road stadium was constructed in 1946 marking the formation of Ebbsfleet Football club which remains a core element of the site today.



**Robins and Cox Cement Mill**

The illustration of Robins and Cox Cement Mill where its history dated back to the 1790s when James Parker set up kilns on Northfleet creek to make roman cement. The site is now world-renowned as the birthplace of Portland Cement.

### Terraced houses on factory road

The emergence of the cement industry led to masses of workers' terraced housing (which can still be seen in Factory Road) and the necessary retail shops that totally changed this rural scene in the latter three decades of the 19th century

### Demolition of Orme House

In 1872 Orme House, Northfleet, was demolished to make way for the expansion of Knight, Sturge & Bevan's cement works.



**Bowaters paper mill**

Bowaters paper mill was built and was incorporated as a subsidiary to erect the mill and supply newsprint paper.



**Stonebridge Road Stadium**

The Stonebridge Road ground was formed in 1946, following the merger of Northfleet United and Gravesend United. It was renamed Ebbsfleet United in 2007.



**Harbour Painting - Orme House**

Painting from Elizabethan and Georgian eras show us the use of the Harbour in times gone by. The building in the background is believed to be Orme House where is known to have been visited by reigning British monarchs.



**Shipyards of Northfleet**

Northfleet was by 1800 the home of numerous shipyards which had produced many fine vessels. The first ship launched from here on 2nd November 1789 and the site grew to incorporate seven shipbuilding slips and a dry dock. The dockyard constructed numerous ships for the British Government during the Crimean War, in addition to sailing and steam vessels for overseas administrations and merchant navy shipping lines



**Northfleet Railway Station**

Northfleet railway station opened in 1849 as part of the extension of the North Kent Line from Gravesend to London



**The Factory Club**

The Factory club was built in 1878 by Parr and Strong for the workers at Bevans Cement Works as a recreational room for workers



**Old tunnels act as bomb shelter during WW2**

Each night, a mouth organist would perform as a prelude for the scores of Northfleet families who went to bed wondering whether the chalk seams would collapse above their heads.

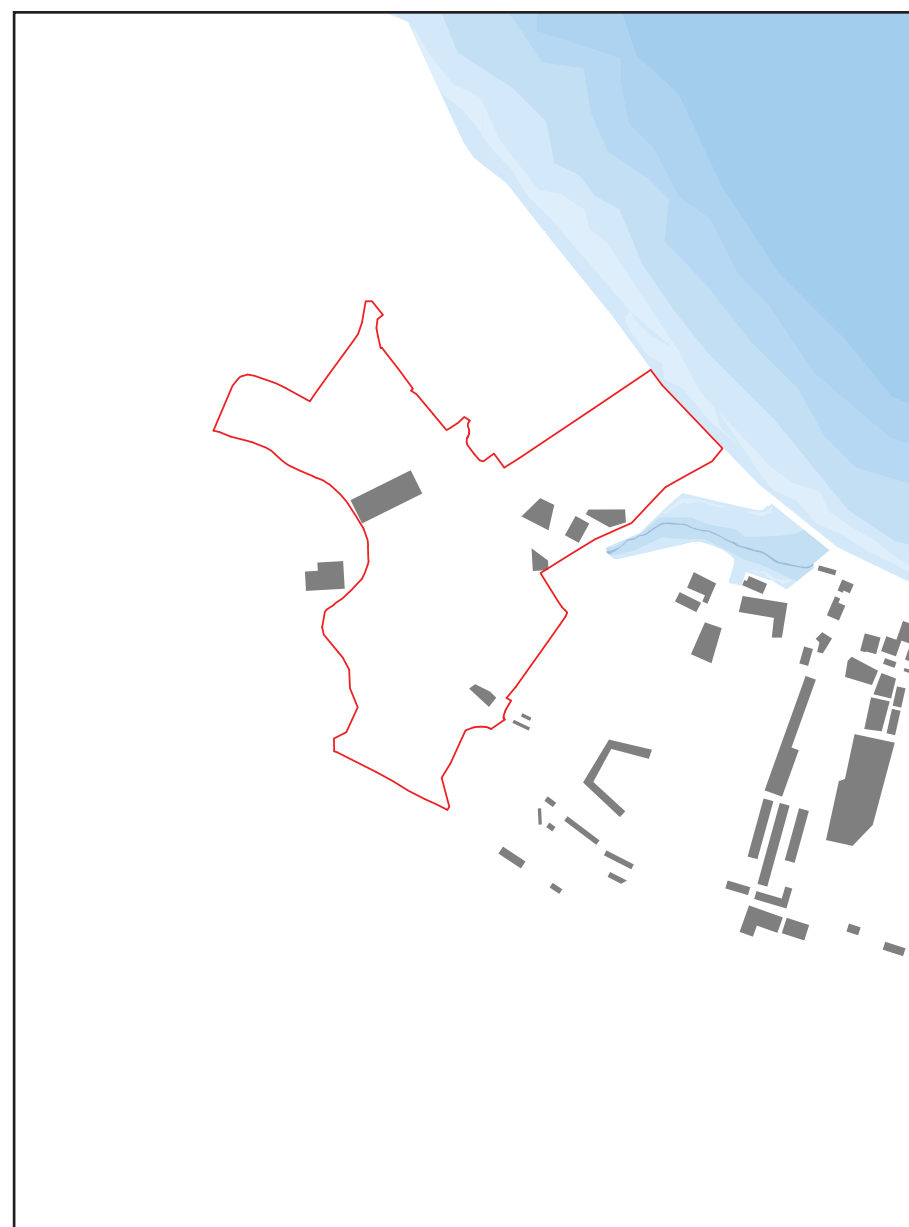


# 3.6 Historical Context

## Built form progression

### 1860s

By the 1860's Northfleet harbour and town were relatively undeveloped with only the Robins and Cox cement mills, Orme house and short stretches of townhouses which heralded the creation of the High Street. The site was largely focussed around Robins Creek with Northfleet and Botany Marshes forming the remainder of the site.



### 1960s

By 1960 development around the site had begun in earnest with the introduction of the Bowaters paper mills, the Revan Cement works and the Ebbsfleet United football club grounds. The High Street had been fully united with The Factory Club for local workers at its head.



### Contemporary

Today the site is comprised mainly of large-scale industrial buildings which continue to the north with the integration of Seacon and Britannia smelting works. Cement and aggregate businesses have remained in the area flanked by several other light industrial uses. The Ebbsfleet stadium has been developed and additional residential developments have expanded Northfleet to the east.





## 3.6 Historical Context

### Architectural heritage

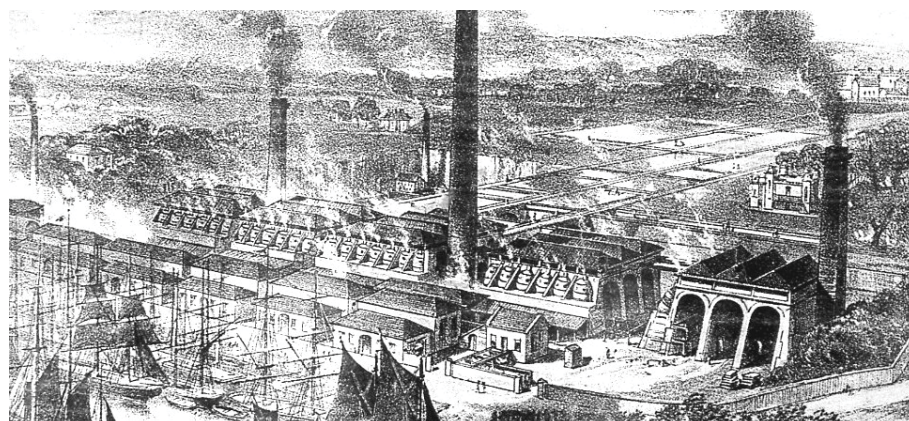
The architectural heritage on and around the site is distinct and highly varied - characterised largely by the industrial nature of the area. Owing to the variety of industries typical architectural forms have varied from traditional kilns used in the paper mills to the chimneys and continuous roof lines found in traditional cement factories.



In addition to the industrial buildings are the social and residential buildings associated with the historical factories such as The Factory Club building and worker housing from cement factories. These distinct buildings provide inspiration for the details and materials utilised within the evolving masterplan as demonstrated overleaf.



Existing buildings on site integrate alternative materials which are hard wearing and more contemporary in style. Inspiration can be taken from the variety of forms, colours and textures employed and sustainable reuse of the materials on site should be carefully considered where appropriate.





## 3.7 Emerging Context

The site has been identified within the Gravesham Local Plan Core Strategy 2014 as an opportunity area (*Northfleet Embankment and Swanscombe Peninsula East Opportunity Area*)

Within the emerging context other developments have been proposed such as Ebbsfleet Garden City which aims to provide;

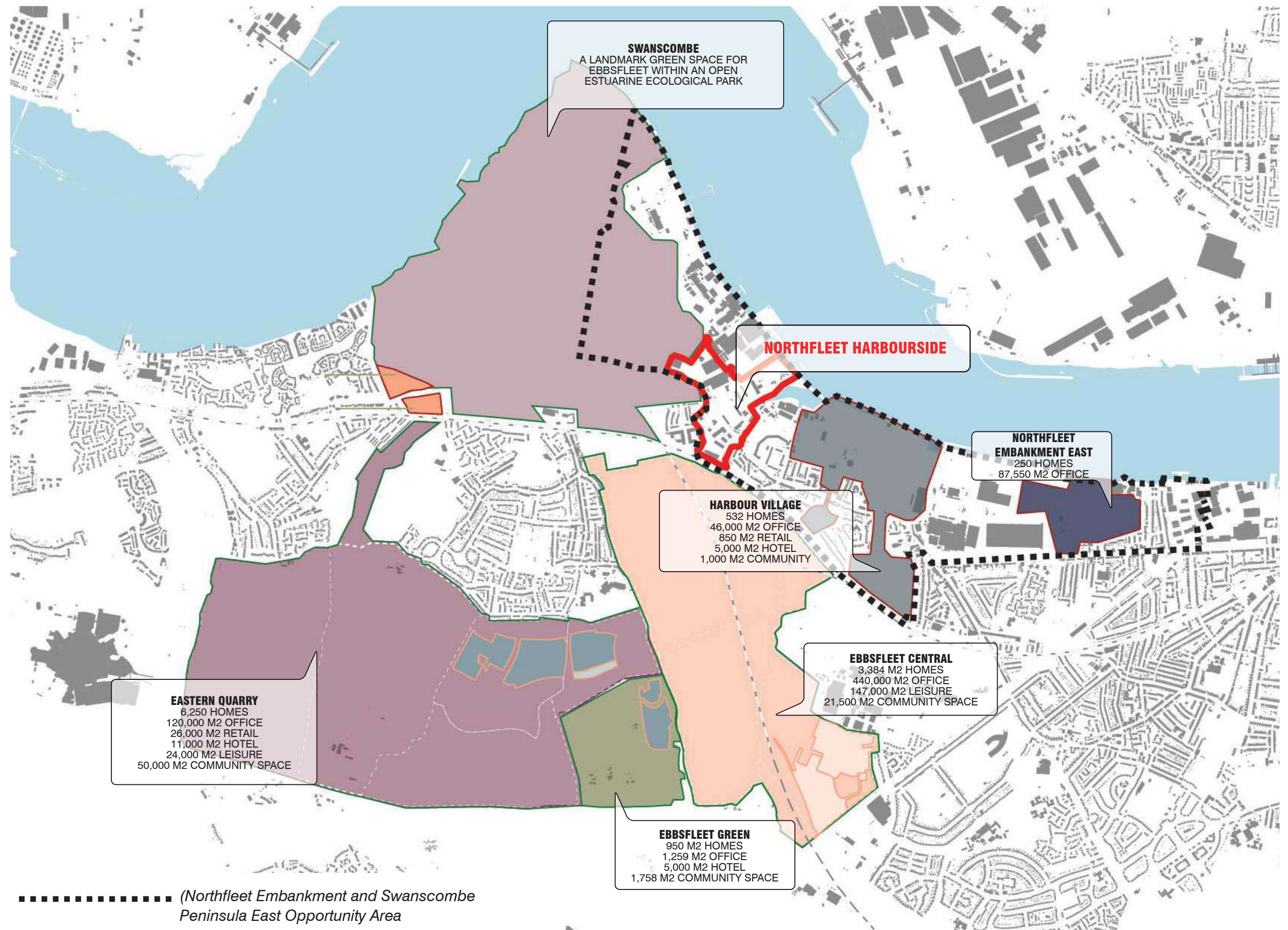
- Quality homes and neighbourhoods
- Enterprising Economy
- Connecting people and places
- Creating healthy environments
- Optimizing the civic community
- Implementing resilient & sustainable systems

It is clear this part of Gravesham has the potential to deliver a steep change in the opportunities available to the local population, delivering and extension of the local community and delivering new homes and jobs.

Northfleet Harbourside proposes to optimise the potential of its location within the opportunity area of Northfleet Embankment and Swanscombe Peninsula East.

*Ref. Ebbsfleet Garden City Implementation Framework Summary 2017*

*Ref. Gravesham Local Plan Core Strategy December 2012*





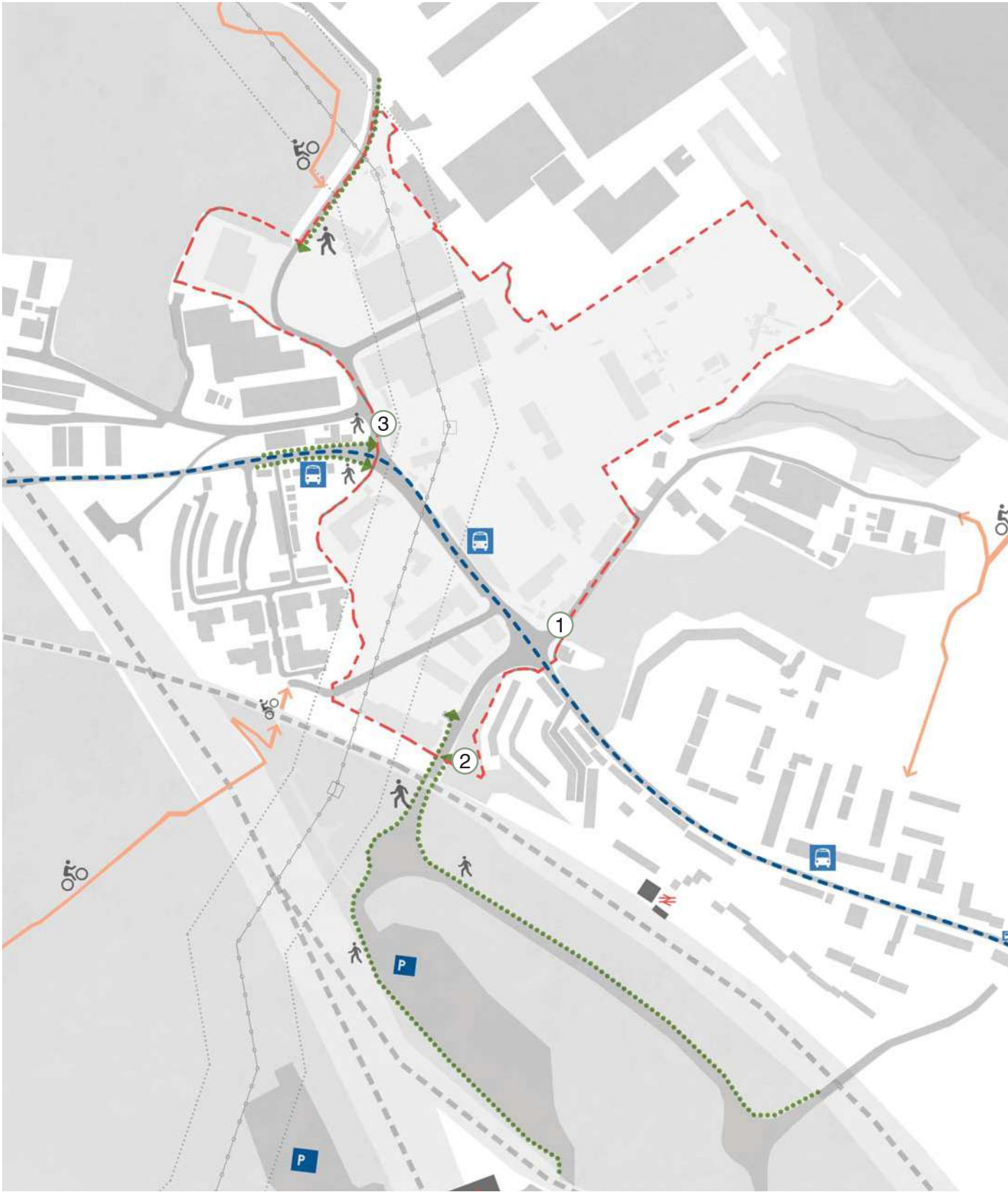
# 3.8 Site Analysis

## Access

The site is located on the edge of the Thames and is accessible via rail, bus, bike, car and foot. There are existing internal routes which run through and stop within the site leading to both Galley Hill and Northfleet High Street and several cycle and pedestrian routes which lead into the site. The industrial nature of the site means that existing routes cater predominantly to heavy goods vehicles and are often navigated at high speeds. Access by rail is facilitated by both Northfleet station (c. 7 minute walk from existing stadium) and Ebbsfleet International (c.10 minute walk from the existing stadium) providing access to Gravesend & Dartford and London & Sandwich respectively. Overall the site is highly accessible but suffers from the high frequency of heavy goods vehicles entering and leaving the area.

- ① Site access from Northfleet
- ② Site Access from Ebbsfleet international train station
- ③ Site Access from Galley Hill

- ● ● ● ● ● ● Pedestrian walkway
- ← - - - - - → Public bus route
- — — — — Train routes
- Cycle path



01. Local map showing access modes across the site and broader context



# 3.8 Site Analysis

## Landscape

The site is surrounded by various landscape features, most notably the Swanscombe marshes and Robin’s creek and the Thames River, which forms an important part of the site’s heritage and Grove Road woodland.

The site itself comprises brownfield land with incidental landscaping. It is industrial in nature with the only exception provided by the grounds at Ebbsfleet football club stadium. Surrounding residential properties provide small pockets of associated landscaping whilst the land to the South currently provides a green buffer between Northfleet and the international railway line.

- ①

Swanscombe Marshes
- ②

Thames river
- ③

Robins Creek
- ④

Grove Road woodland
- Woodland and undeveloped green infrastructure
- Residential front and back yard
- Sports field
- Accessible public landscapes



01. Analysis of the immediate context landscape conditions



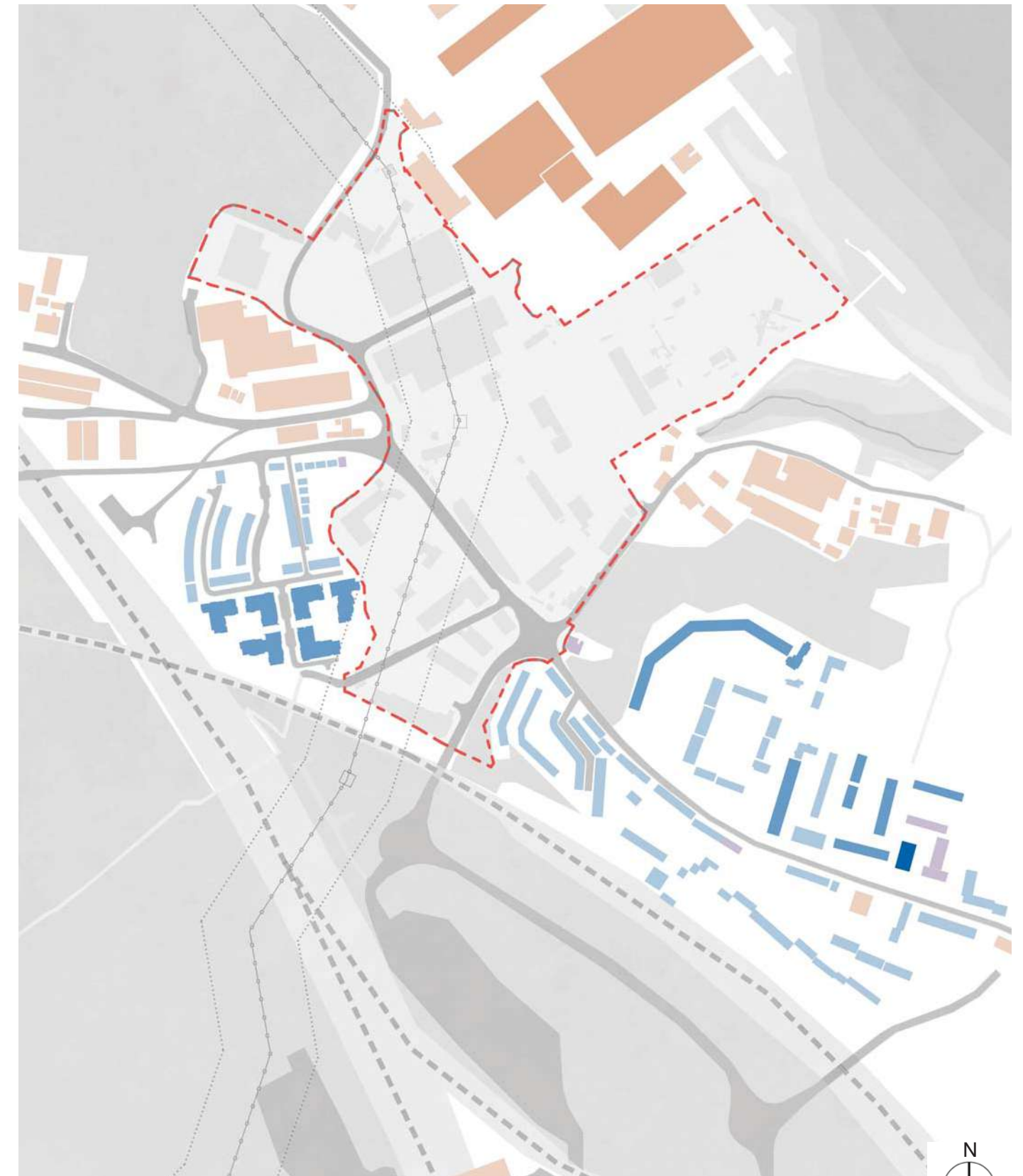
## 3.8 Site Analysis

### The Built Form

The built form surrounding the site is largely industrial in nature with residential development to the South around Northfleet High Street

The largest industrial buildings lie to the north along the River Thames where the Seacon and smelting works preside. Smaller scale industrial buildings are concentrated in the east and west with residential to the South.

Residential dwellings are largely low scale with some instances of taller apartment blocks along the site's South western edge. The emerging context will see significant expansion in the quantum of residential developments in the area creating a change in character within the area which this site can respond to and enhance.

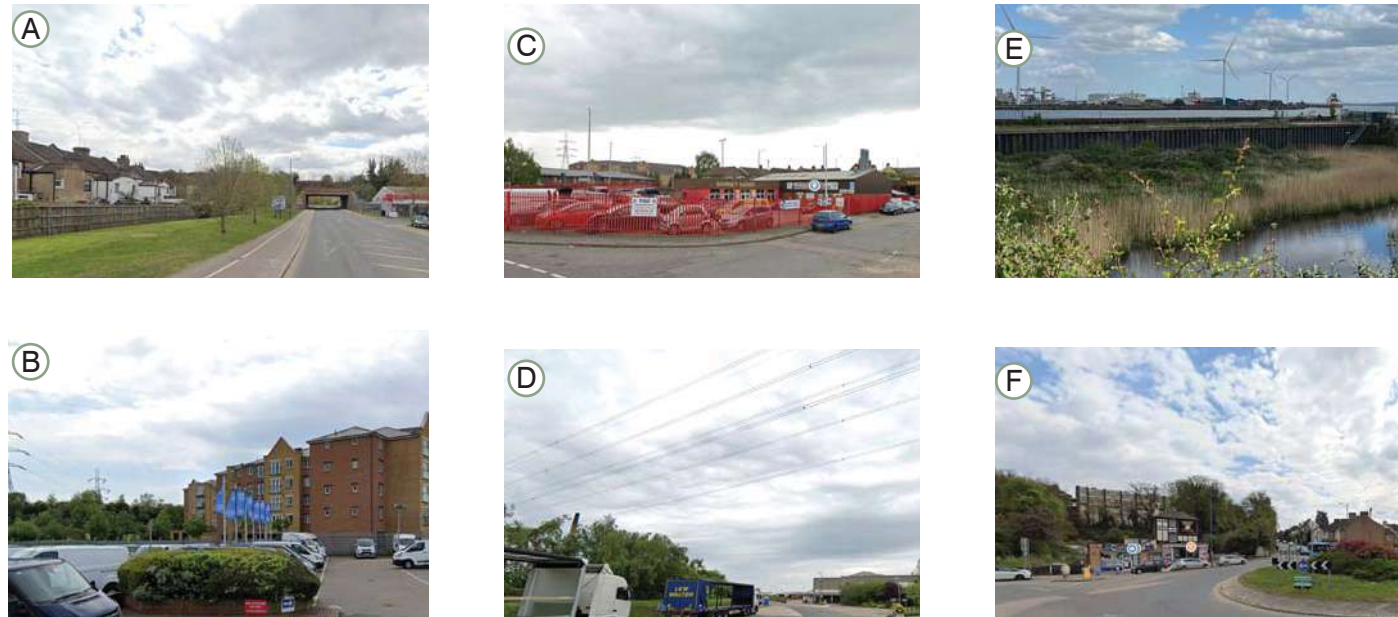


01. Contextual typologies and heights diagram.



# 3.8 Site Analysis

## Boundaries and Frontage



The site boundaries are varied in character ranging from the highly industrial edge of the Seacon and smelting works to the residential southern edge and natural character of Robin's creek. These conditions will require a varied and sensitive responses; creating buffers where necessary and ensuring connectivity and inclusivity where possible. Existing frontage conditions are largely closed and insular creating an unwelcoming environment which the new development should seek to address.

- Industrial
- Industrial \_ Active front
- Industrial \_ Passive/Rear front
- Residential
- Residential \_ Active front
- Residential \_ Passive/Rear front
- Commercial
- Commercial \_ Active front



01. Boundary conditions of the site diagram.



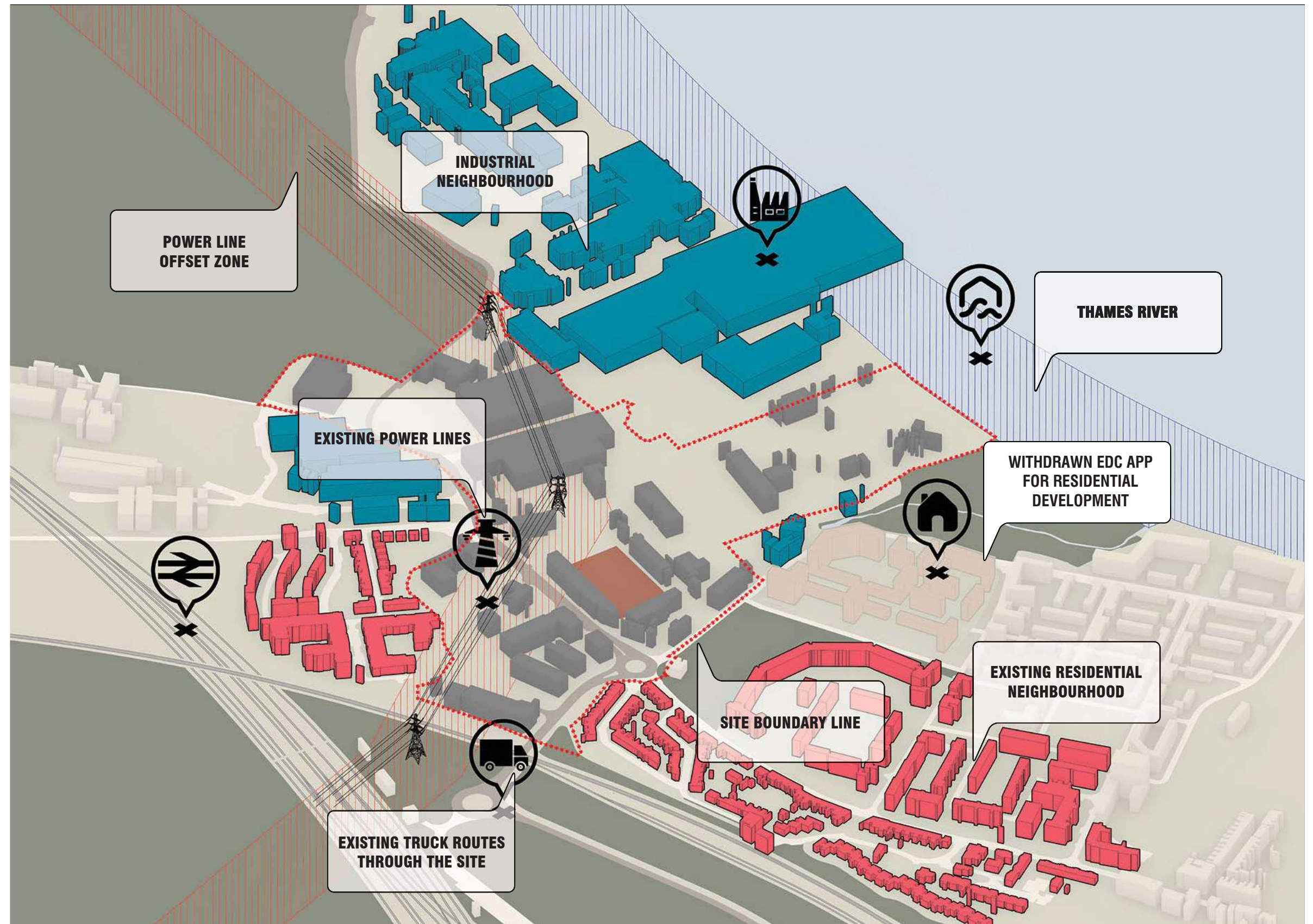
# 3.8 Site Analysis

## Constraints & Opportunities

### Constraints

The site presents many constraints to the proposed development, mostly these contextual constraints impact the routing and form of the proposed development.

- Industrial buildings that are situated to the North-West of the site.
- The development should not adversely effect the local residential amenity
- The existing power lines across the site present a constraint that housing cannot be placed within the 25m offset from the power lines.
- The existing industrial zone requires access for large trucks to bring and take materials
- The rail line to the south of the site presents a public realm boundary





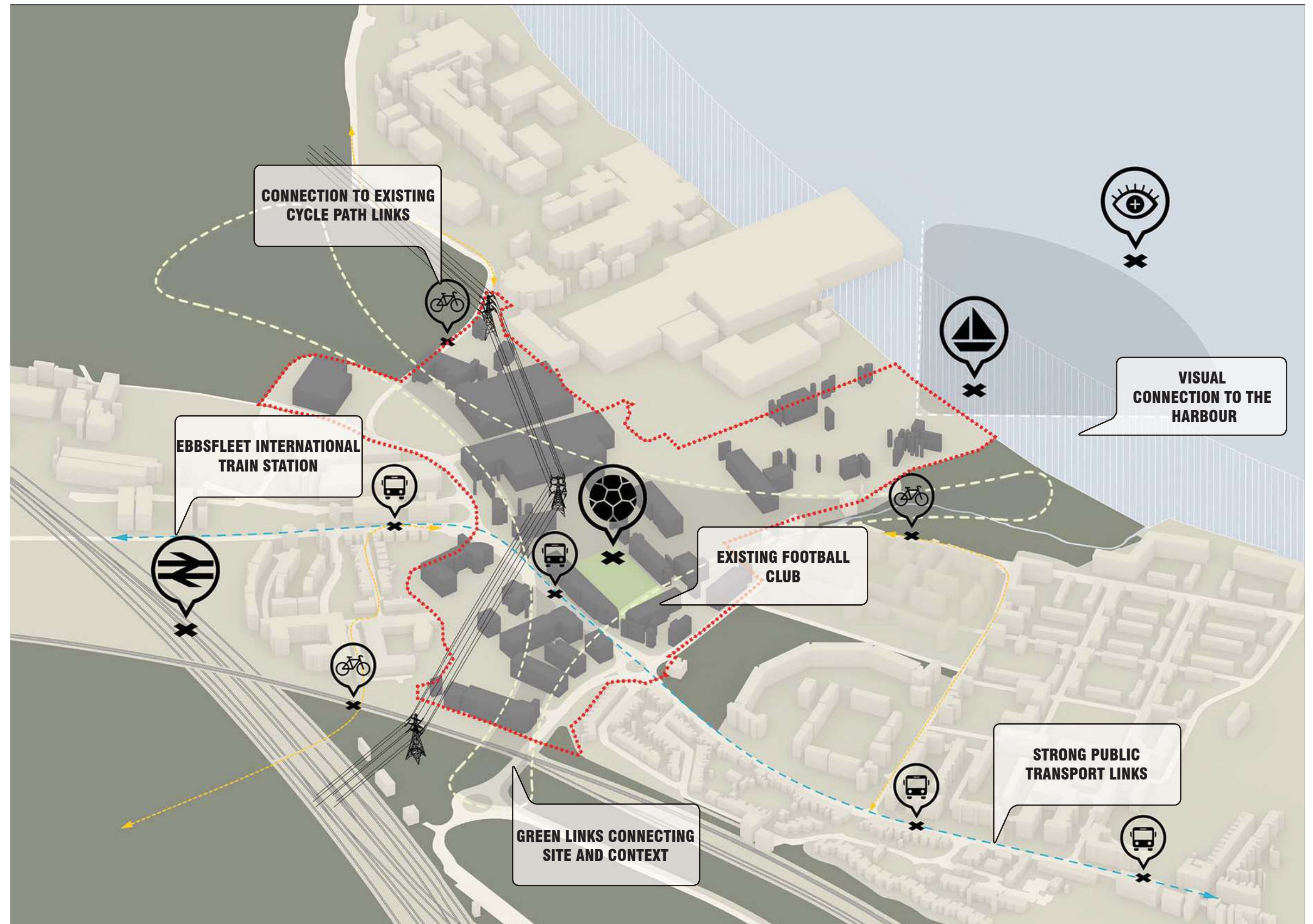
# 3.8 Site Analysis

## Constraints & Opportunities

### Opportunities

The site presents a lot of opportunities for the development to link into and to connect with. Within the context of the project we find a series of elements that can be enhanced and built upon; particularly the existing use of the football club at the heart of the site. Other opportunities can be found:

- The connection to the harbour and river Thames to the North of the site
- The Existing green links connecting into the development.
- The existing strong public transport links such as the Ebbsfleet international station adjacent to the site, the existing local and regional bus links and the cycle links which transverse the proposed development
- The existing football club plays a key element in the connection to both the existing local community and also poses a potential link to the future users of the site.
- The relatively flat topography of the site is also an opportunity







**Northfleet  
Harbourside**

# 4. Design Process

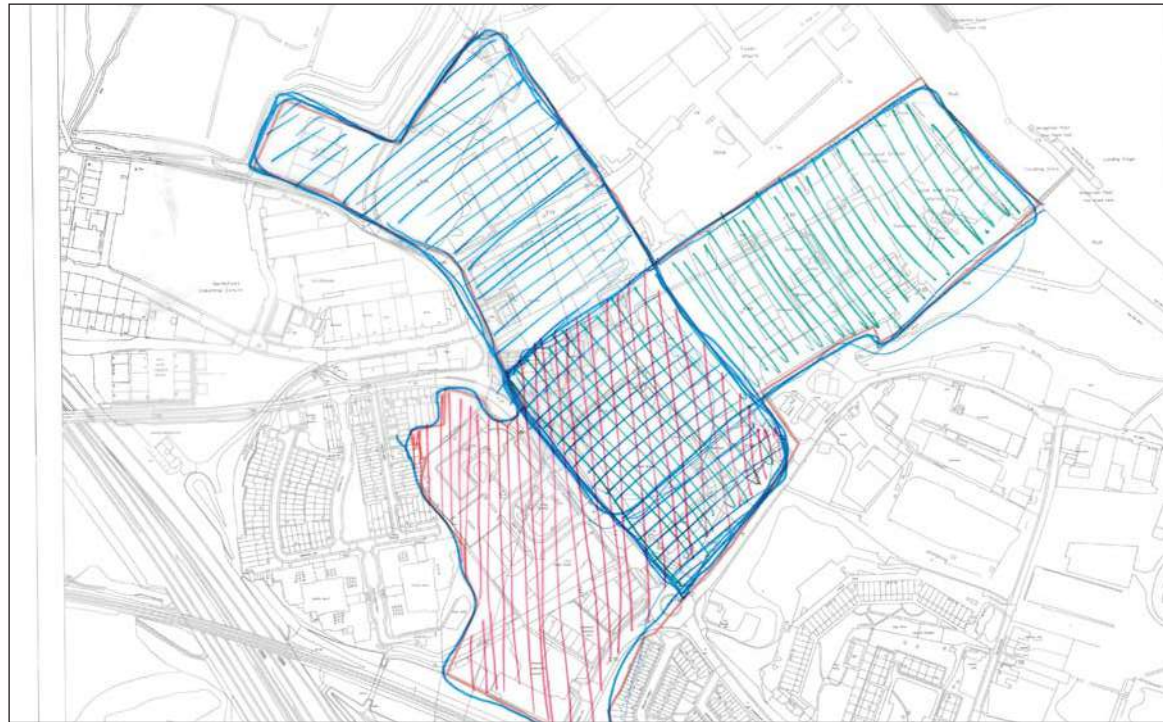
Northfleet Harbourside



# 4.1 Design Process - Initial Design Ideas

## Design Process Evolution

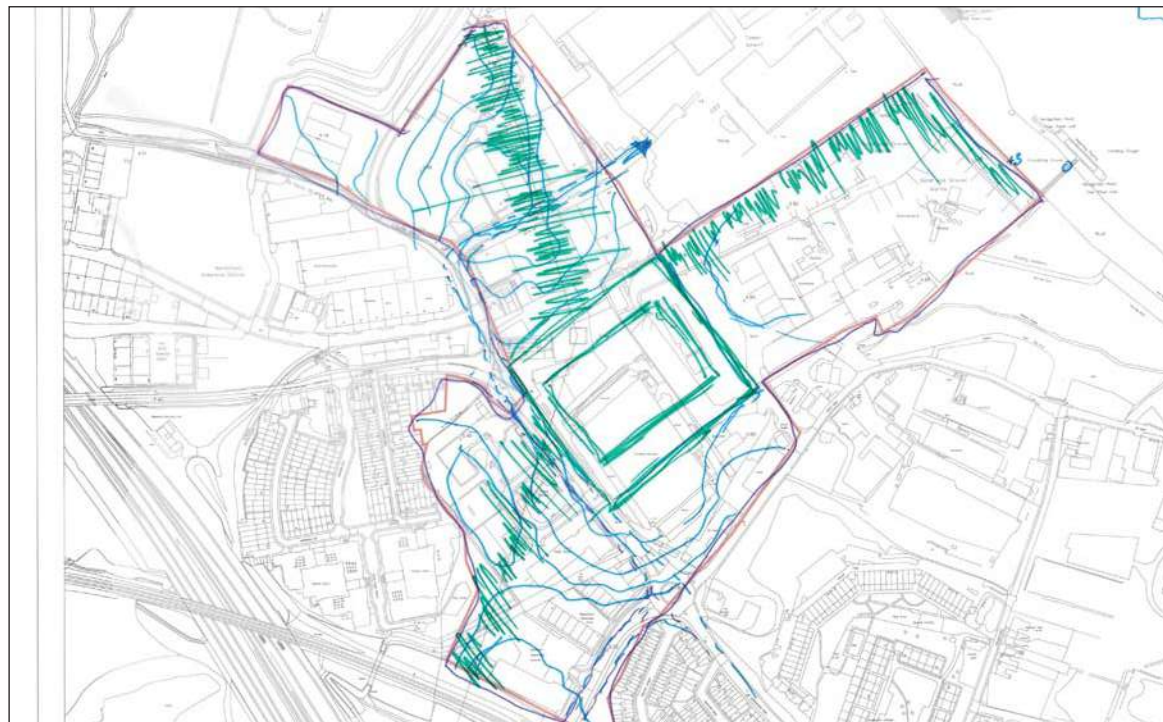
1. Subdivision of the site into smaller neighbourhoods; each **fostering hybrid functions as a starting concept**.
2. Aligning the proposed urban fabric to the grain of the existing urban context. Engaging with the local context and local heritage in a direct manner. **The dashed lines represent the first attempts at resolving the flow of heavy traffic by raising the urban realm above this with a podium.**
3. **Stadium as central feature of the elevated podium which covers heavy trucks crossing the site Park under power lines.** This sketch is the first attempt to understand the relationship between the layers of constraints from traffic to power lines. Introducing a **green spine as an attempt to connect the three neighbourhoods and physically link them to the cultural heart of the development.**
4. Shifting the stadium northbound under the power lines allows to concentrate the residential component next to the creek and Thames River. **Retail Village is also located underneath the power line, closer to Ebbsfleet International train station on the south, creating a welcoming gateway to the development.**



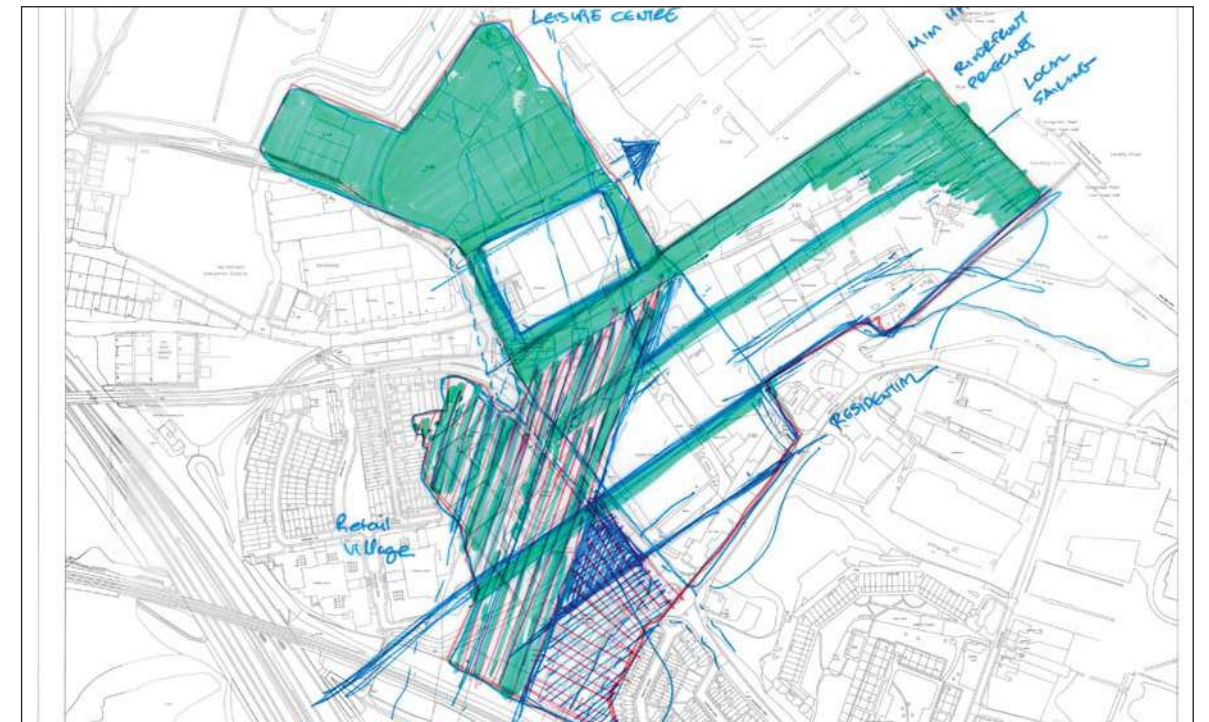
Sketch 01



Sketch 02



Sketch 03



Sketch 04



# 4.1 Design Process - Initial Design Ideas

## Design Process Evolution

5. A soft and permeable green carpet crosses the site and the stadium enhances this connection liberating the short sides and having the fans only on the long sides. A second programmatic carpet creates a user journey, **guiding visitors from the mobility hub at the southern end of the plot through the retail village, stadium plazas, ending their journey to the playful waterfront along Thames River** from the site access in the south to the Thames with the amphitheatre/Marina.
6. From the south entrance to the site, with the retail village and office component, a boulevard drives you directly to the Thames. This boulevard has a higher urban density area around it freeing the rest of the site for green spaces. **Heavy truck routes are brought underneath the elevated plinth.**
7. The sequence of varied functions activates the site from south to north, **all green spaces are connected to the central spine. Residential components develops around the green spaces.** The central green spines articulate the public spaces and enrich the quality.
8. A green public park is carved out from the residential urban fabric. It connects with the marshes on the north west and the creek and Thames on the north east. **The green feature also splits the site into three defined neighbourhoods.**



Sketch 05



Sketch 06



Sketch 07



Sketch 08

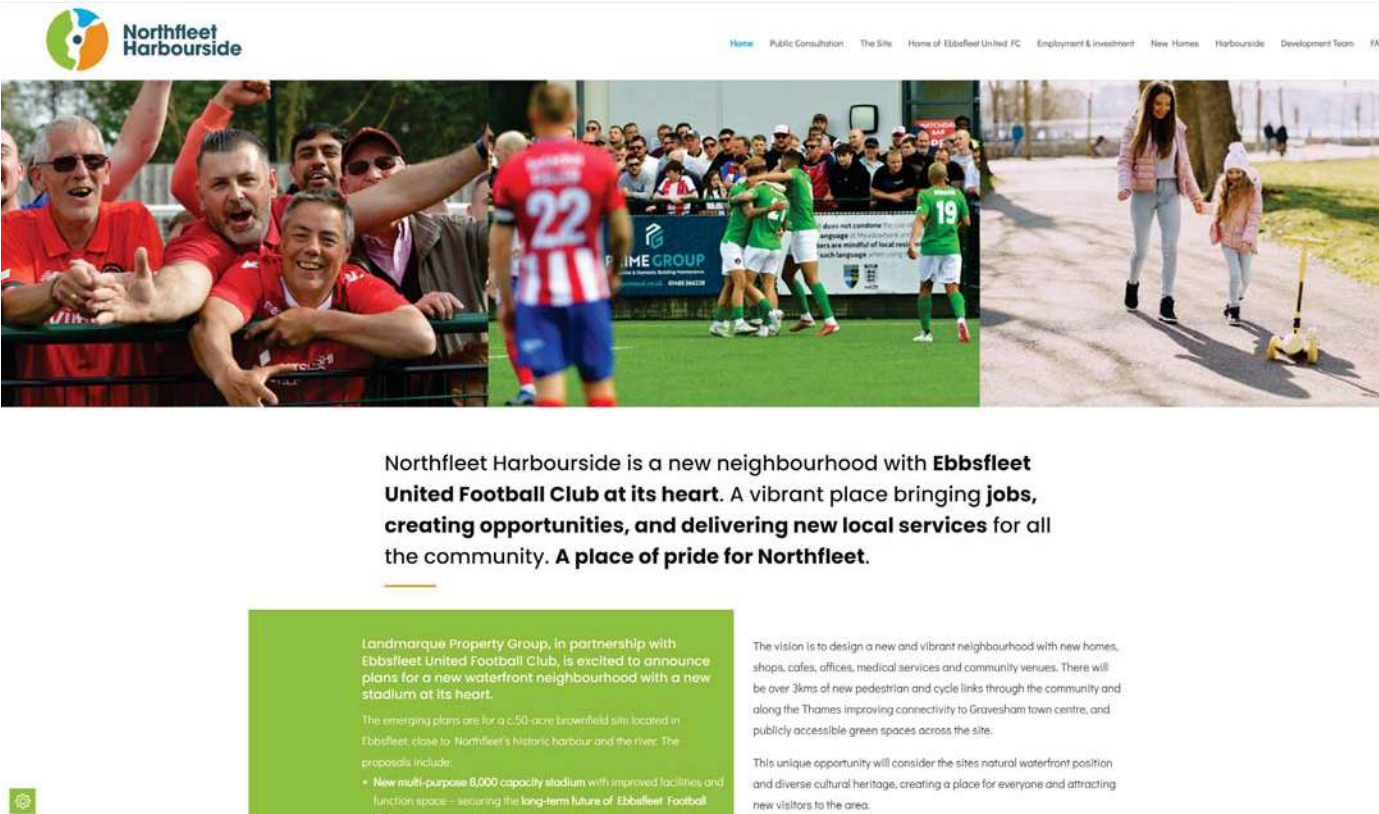


# 4.2 Consultation & Engagement

## The Public Consultation Dates and Numbers

The public consultation process began in June 2022 and involved numerous activities including;

- Five days of public exhibition
- 40,000 postal news letters issued (20,000 for each round of public exhibition).
- Public webinar sessions (made available online)
- Dedicated website for the development
- Tours of the site with leaders of the council and councillors
- Numerous stakeholder meeting with Councillors, EUFC supporters, GBC Executives, local MP and Gravesham Access group
- Social media presence with a reach of 10,158 and 427 clicks
- 69 email subscribers to the website
- 50 forms with questions/ suggestions received
- A series of 4 workshops held to gain feedback on the design process (see 4.4.2 Consultation & Engagement)



|                        | Public Consultation Dates |                                                  |                                                            |                          |                                                                                |
|------------------------|---------------------------|--------------------------------------------------|------------------------------------------------------------|--------------------------|--------------------------------------------------------------------------------|
|                        | MAY 2022                  | JUN 2022                                         | JUL 22                                                     | AUG 22                   | SEPT 22                                                                        |
| Public Exhibition      |                           |                                                  | 18th, 20th & 21st July                                     |                          | 7th & 8th September                                                            |
| News Letters           |                           |                                                  | Issues W/C 11th July                                       |                          | 20,000 Issued                                                                  |
| Social Media           |                           |                                                  |                                                            |                          |                                                                                |
| Webinar                |                           |                                                  | 22nd July at 11am - 12pm                                   |                          | Postponed to October 5th                                                       |
| On the Ground Activity |                           | Site visits & Tours with Council and Councillors |                                                            |                          |                                                                                |
| Stakeholders Meetings  |                           |                                                  | 5th & 6th July : Councillors, Supporters and Local Council | Meeting with Councillors | Gravesham Access Group Councillors Briefing 5th Press/ Supporters Briefing 6th |

|                     | Public Consultation Numbers |          |                           |                     |                           |
|---------------------|-----------------------------|----------|---------------------------|---------------------|---------------------------|
|                     | MAY 2022                    | JUN 2022 | JUL 22                    | AUG 22              | SEPT 22                   |
| Website Activity    |                             |          |                           | 2,540 Views to Date |                           |
| Forms Submitted     |                             |          |                           | 50 Forms to Date    |                           |
| Postal News Letters |                             |          | 20,000 postal newsletters |                     | 20,000 postal newsletters |
| Email Subscribers   |                             |          | 69 Subscribers            |                     |                           |
| Social Media Ads    |                             |          | 7,445 Reach<br>427 Clicks |                     | 2712 Reach                |
| Drop in Event       |                             |          | 143 people                |                     | 31 people                 |



# 4.2.1 Workshops

## Full Team Activation - Workshop #1

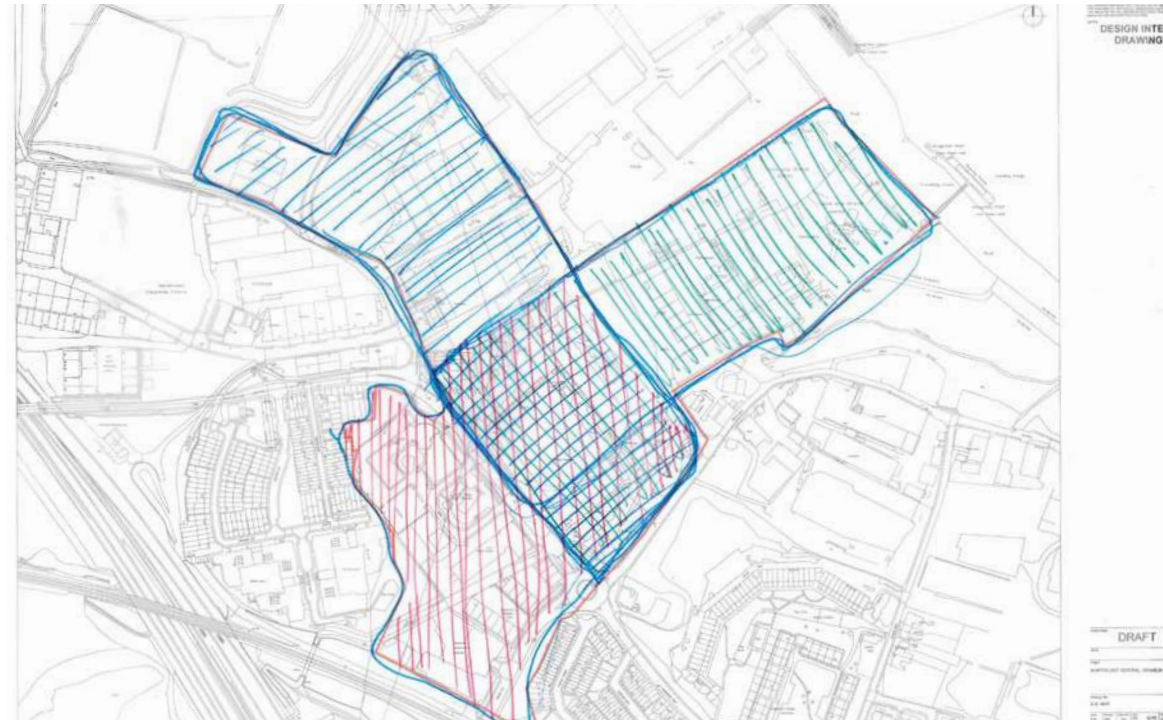
Present at the workshop;  
UNS ,Landmarque Group  
,HLM Architects, Cascade  
Communication, Trium  
Environmental, Montagu Evans &  
C+W O' Brien

Main considerations of the  
scheme at workshop 01:

1. Divide the plot in smaller neighbourhoods to diversify character
2. Find the optimal position for the stadium understand people movement and desired connections through site
3. Evaluate the impact amount of the plot development and its relation to the surroundings
4. Establish green connections to major green neighbouring attractors

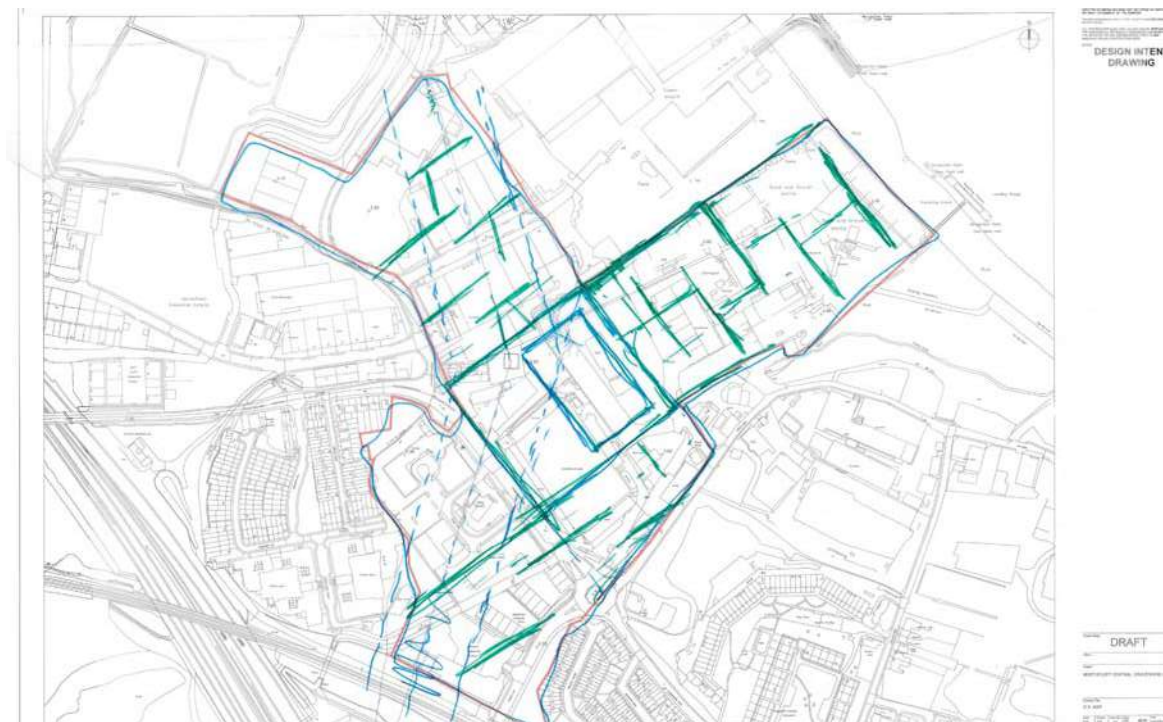
### Key feedback throughout this workshop:

- Stadium to be located under the pylon restricted area
- develop-able residential area should be optimised
- green connections and public areas are of paramount importance
- retail village to be located in close proximity to the train station at the southern end of the development, as a gateway
- playful and ample riverside area, considering future connections to with a Thames-adjacent walking belt
- no development past the plot red line, no development within water



### Neighbourhoods

Initial sketch of an urban strategy to divide the masterplan into a series of distinct neighbourhoods.



### Neighbourhoods

Initial sketch of a strategy to place the stadium at the heart of the masterplan.



### Neighbourhood programme sketch

Initial sketches on the placement of key programmatic elements of the design.



### Crossing Trajectories

Initial sketch of an urban strategy to allow neighbourhoods to cross over and flow into one another defining spaces in a less strict definition.



# 4.2.1 Workshops

## Full Team Activation - Workshop #2

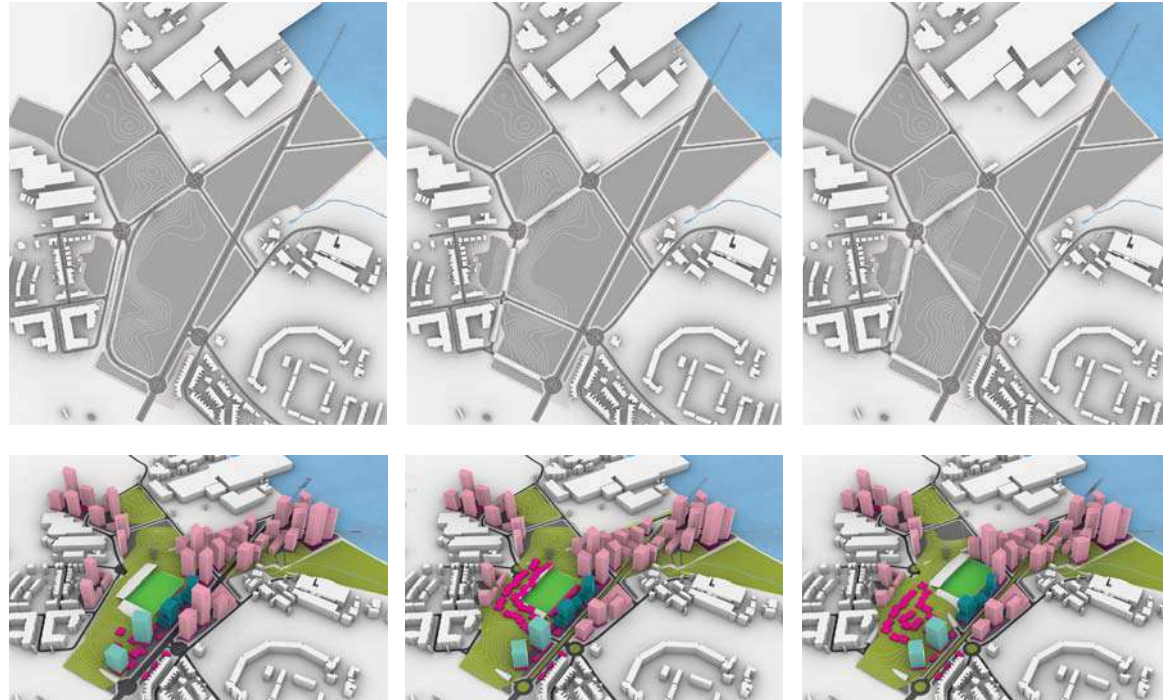
Present at the workshop;  
UNS ,Landmarque Group  
,HLM Architects, Cascade  
Communication, Trium  
Environmental, Montagu Evans &  
C+W O' Brien

Main considerations of the  
scheme at workshop 02

1. Diverting heavy traffic  
away from the heart of the  
masterplan
2. Creating strong green/public  
realm connections from  
adjacent green areas and  
linking them through the site
3. Placing the stadium at the  
heart of the development,  
creating a pivot point
4. Designed as a series of  
intersecting/ overlapping

### Key feedback from those present:

- An overall optimised density is  
desired.
- The retail village and stadium  
should act as one entity, and  
placed in direct proximity to  
the station
- The retail village to be placed  
between the stadium and  
station, to form a gateway from  
the station for all visitors
- All commercial buildings  
(offices and hotel) to be placed  
in proximity to the stadium/  
retail village, promoting the  
creation of a hub
- heavy traffic should be  
avoided through the site.
- (Green) Connection to  
robin's creek should be taken  
into consideration, as per  
previous workshop suggestive  
sketches.



### Potential road network presented at Workshop 2.0.

The workshop explored the potential location for the re-routing of traffic through the site, a key driver of the urban arrangement for the masterplan.



### Option 2A

This option explores the placement of the South-East/ South-West connecting route along the furthest southern position in the masterplan.



### Option 2B.

This option explores the placement of the South-East/ South-West connecting route centrally underneath the retail village adjacent to the stadium.



### Option 2C.

This option explores the placement of the South-East/ South-West connecting route as a dividing element between the retail village and stadium massing whilst still remaining under the terrain.



# 4.2.1 Workshops

## Full Team Activation - Workshop #3

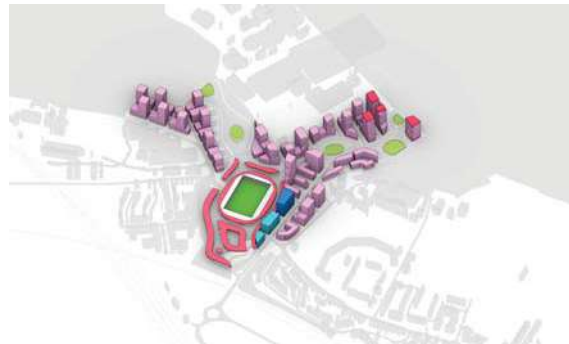
Present at the workshop;  
UNS ,Landmarque Group  
,HLM Architects, Cascade  
Communication, Trium  
Environmental, Montagu Evans  
& C+W O' Brien

Main considerations of the  
scheme at workshop 03

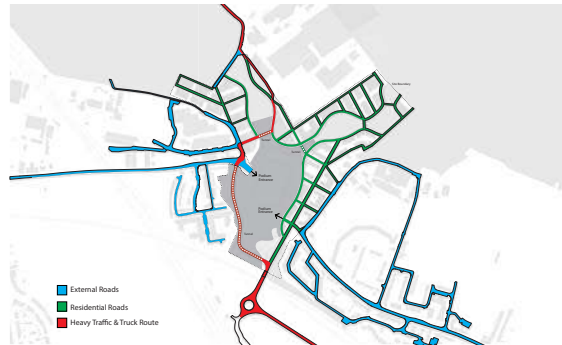
1. Identified attractors around the site perimeter created a central heart of the development, comprised of the stadium and retail village created green connections from the site perimeter into the 'heart'
2. Identified secondary attractors within the green connections
3. Defined three different residential neighbourhoods, each with its own distinct character
4. Maximized park and public area facing frontages due to the green spines introduction lifted the retail village above the ground via a podium structure, enabling all heavy traffic and servicing to occur under the podium, leaving sight-lines and people flows unobstructed
5. Discussion on the development's phasing



**Defining neighbourhoods**



**Defining programme**



**Structuring routes and streets**



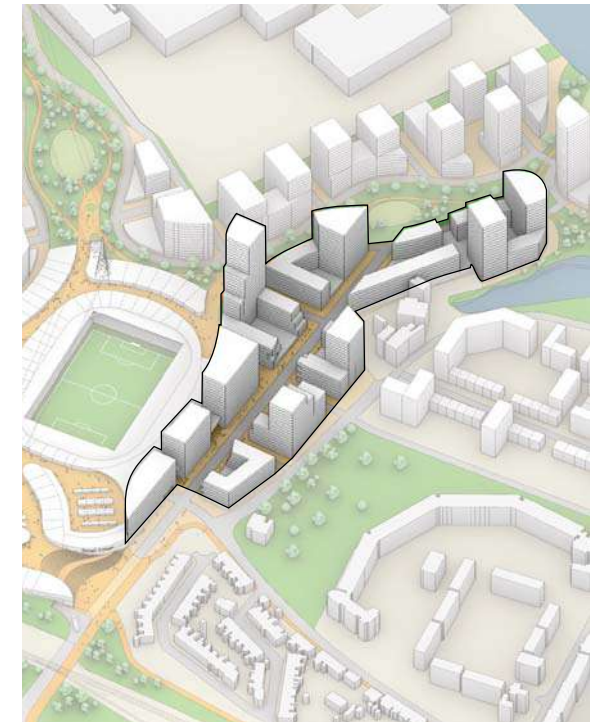
**Maximising green and public space**



**Maximising park frontages**



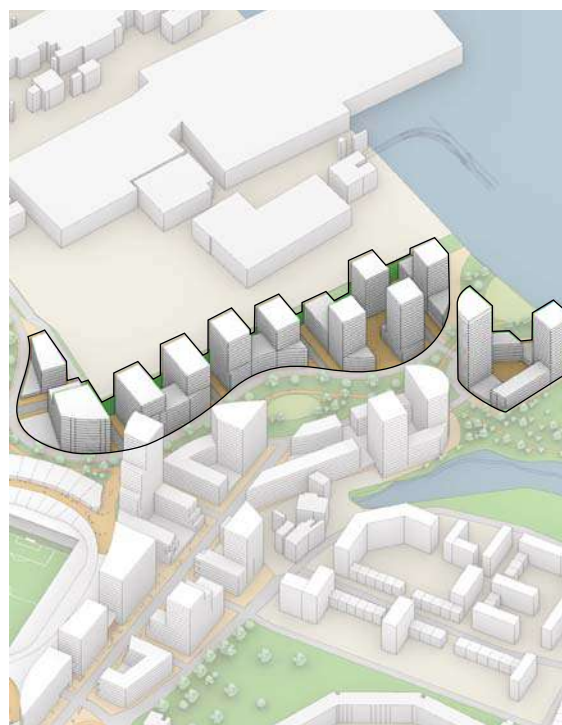
**Understanding the relation to power lines**



**South East Neighbourhood.**  
This mixed-use neighbourhood provides key uses along the Boulevard including commercial, hotel, retail and residential.



**North West Neighbourhood.**  
This residential neighbourhood was discussed to have a strong connection its landscape providing high quality housing in a natural setting.



**North East Neighbourhood.**  
This mixed use neighbourhood was considered the link between the masterplan and the harbour.



**Phasing.**  
The workshop explored the phasing of the project. The stadium and its surrounding programme were discussed as phase 1 of the project.



# 4.2.1 Workshops

## Full Team Activation - Workshop #4

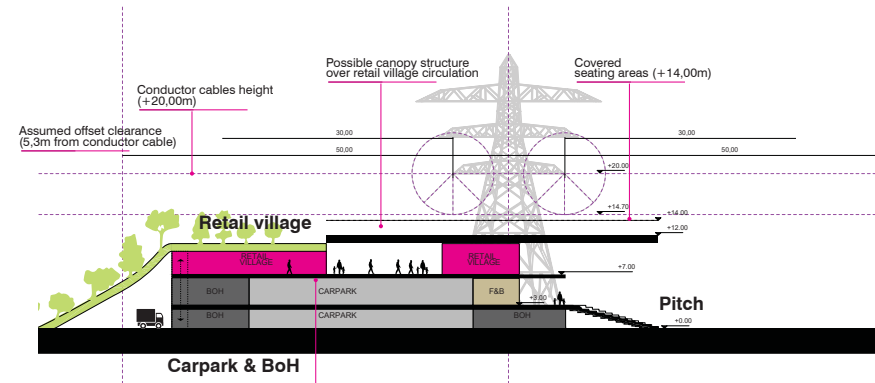
Present at the workshop;  
UNS ,Landmarque Group  
,HLM Architects, Cascade  
Communication, Trium  
Environmental, Montagu Evans  
& C+W O' Brien

Main considerations of the  
scheme at workshop 04

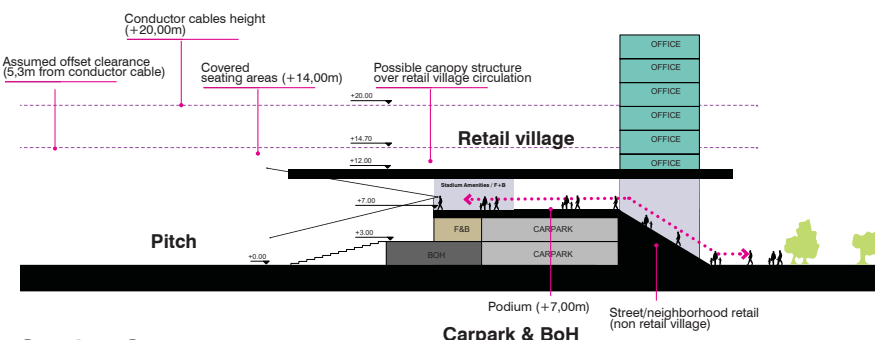
1. Overall closer look at the  
relationships between stadium  
and retail village
2. Sectional and programmatic  
sketches of the stadium,  
podium and retail components
3. Sectional sketches on the  
connection and visibility fo  
the stadium from the main  
boulevard
4. More elaborate sketches on  
the creation of a gateway  
to Northfleet Harbourside  
and the main address of the  
development at the south end  
of the plot
5. Further defining of the  
character of the three distinct  
residential neighbourhood

### Key Feedback from those present:

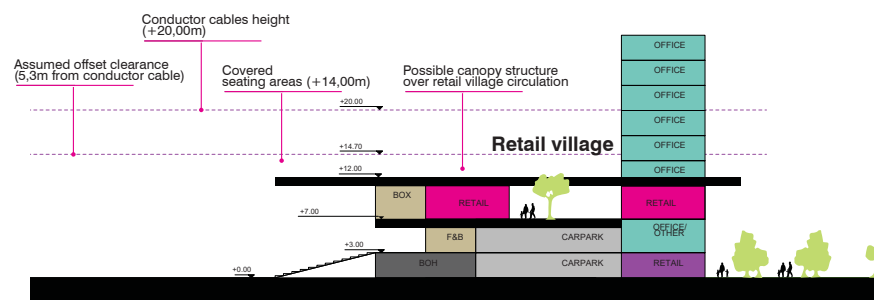
- Discussions on the overall  
height of the podium/stadium/  
retail village; the development  
under the pylons comes with a  
restriction in terms of heights,  
which should be further  
investigated/checked with the  
National grid and seek out  
any unknown factors which  
may put the placement of the  
stadium/retail village at risk.
- Discussion on the naming of  
the neighbourhoods - should  
be revisited but is going in a  
good direction



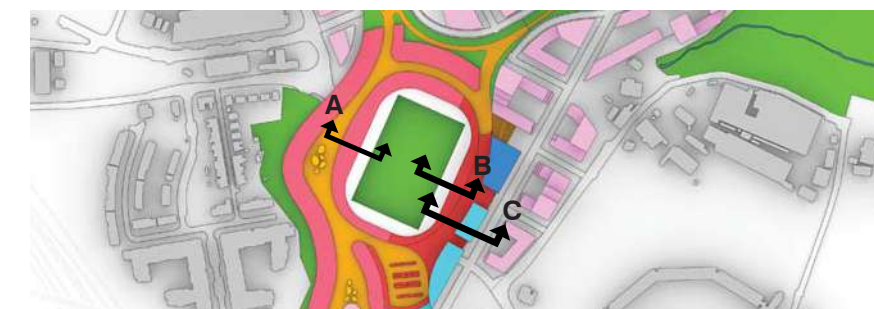
Section A



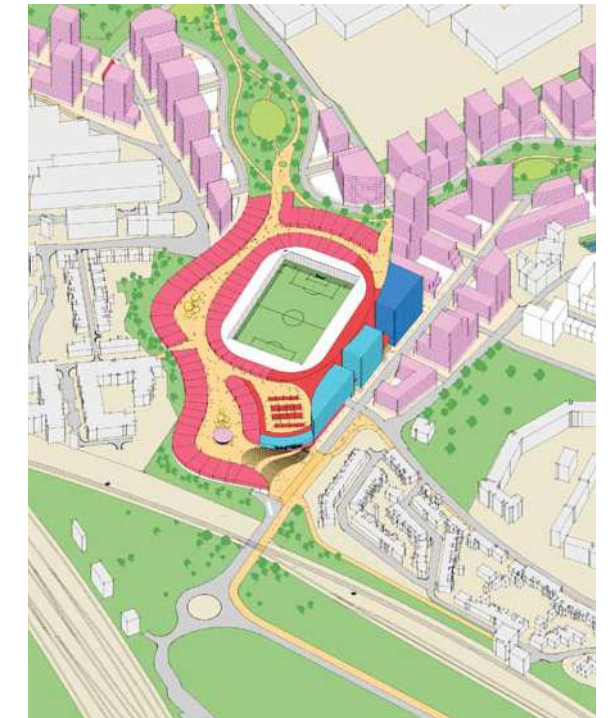
Section C



Section B



**Stadium Sections.**  
Sections were taken to gain an understanding of the podium level  
and the relationship between the stadium and its surrounding  
context.



**Retail Village**  
The retail village arrival point from the south,  
positioned at the point of arrival from public  
transport and the central arrival point for the  
local context.



**Initial Massing Views**

Views of the masterplan presented at workshop 4. The views presented represent the maximum parameter envelope of the development. The southern entrance to the development was focused on as a key discussion point.



**Masterplan Zoning.**

Precedents were presented to begin to understand the opportunities that the neighbourhoods presented and how they might be materialised.



# 4.2.2 Pre-application Meeting

15th June 2022

Present from the team design team: UNStudio, HLM Architects, Montagu Evans, C+W O'Brien, Landmarque Group, Ebbsfleet FC & Northfleet Central 1 Ltd.

The pre-application meeting took place on June 15th, the following summary notes were made by Montagu Evans through the pre-application meeting in relation to the Masterplan proposal;

## Technical

What activities can be placed along the wharf?  
Ensure there is a strategy in place to overcome the perception of the podium being a wall to the development

## Community Spaces and Facilities

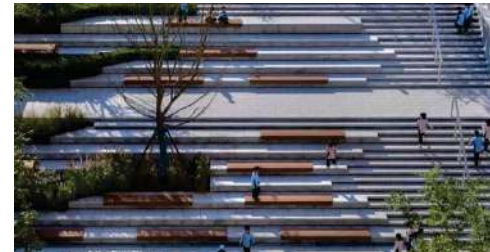
Maintaining local community is key to the development and the provision of a arts or cultural space should be considered in the scheme  
Public routes could be used to benefit the existing community

## Design

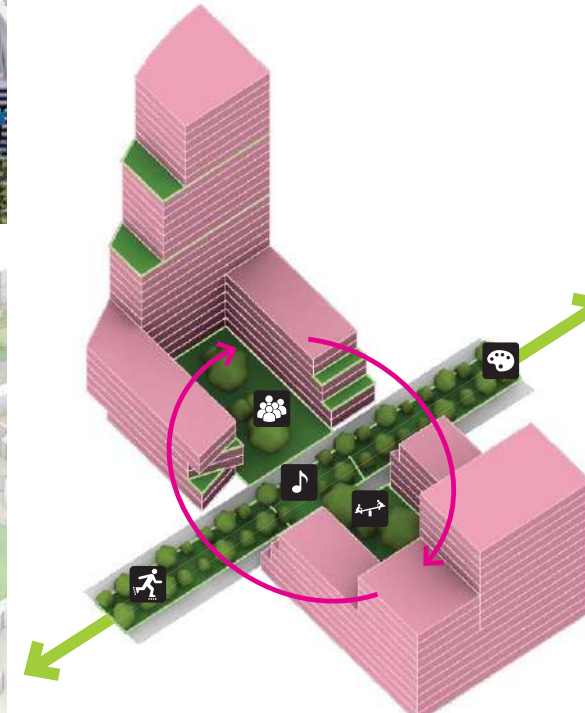
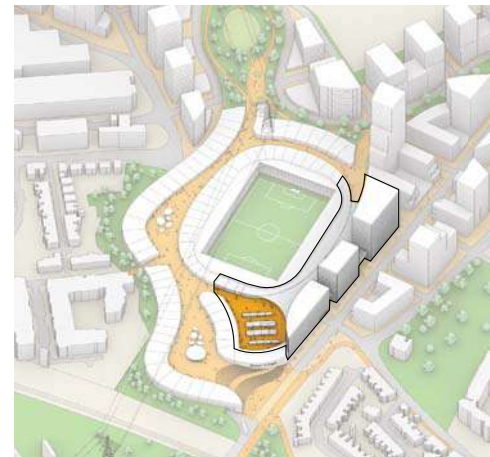
The relationship between the industrial zones and residential zones should be a key element of design  
The development should be sensitive to any local views  
The density of the development should be compared to other schemes

The proposed development took on board the comments made at the pre-application meeting and reacted with a series of design decisions;

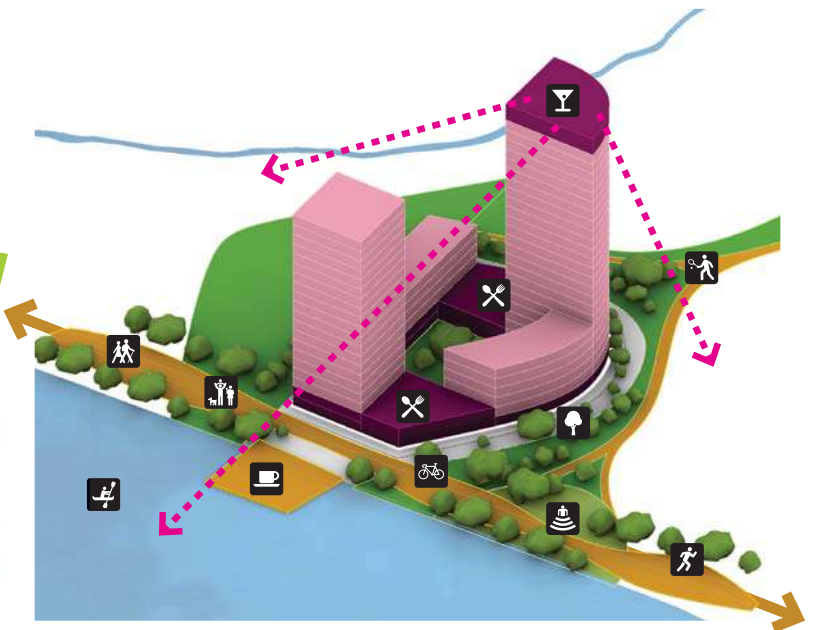
- The landscape masterplan places a series of activity spaces for activation of the Thames river edge
- The podium is designed with a gentle connection to the ground plane at the arrival point of the proposed masterplan
- A focus on the public ground floor uses was explored to ensure the local community benefit from access to community, health, local services, creche/nursery, fitness and public realm activity spaces
- The ground floor of the neighbourhoods are design to allow for direct access to public services from the public realm.
- Neighbourhoods are designed to maximise connectivity with the local green spaces, harbour views and do not interfere or obstruct the local industrial neighbourhoods.
- A generous 22m spacing has been implemented create a sense of spaciousness, giving a broad public realm spacing between the neighbourhood blocks where possible.



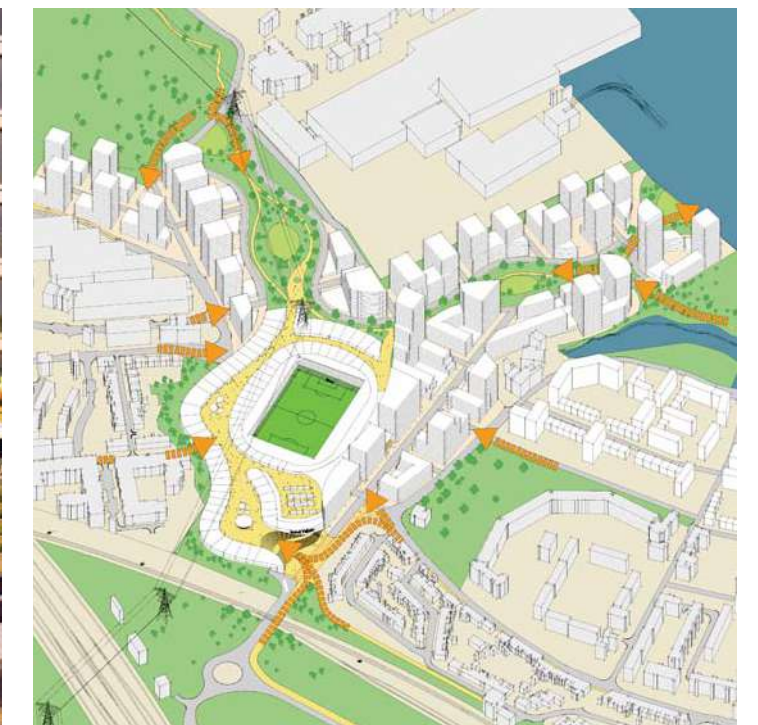
Connection between ground and podium



Facing courtyards across the boulevard



Water front restaurant F&B experience "al fresco"



Masterplan Overview



# 4.2.3 Public Consultation Events

## Public consultation Events

The proposed development was designed in consultation with local residents and stakeholder.

The public consultations took place across several days from 18th to the 21st of July 2022 and from 5th to the 8th of September 2022. This included an in-person exhibition where local residents and interested parties were given the opportunity to come to the site and view the proposed development while speaking directly with the client team, design team and football club.

How the scheme reacted to public concerns

- 1. Ground floor amenities were aligned to the public feedback, particularly the implementation of medical services on ground floor.
- 2. Modelling to ensure that the proposed infrastructure for roads and parking will be able to cope with the increase in traffic.
- 3. The placement of the stadium at the centre of the scheme was a reaction to the feedback that the football club should be celebrated in the proposal.

- 4. Public realm spaces were designed to ensure public concerns about security were addressed in the scheme.
- 5. The scheme will aim to be a carbon neutral community by 2050 in response to public concerns about sustainability
- 6. Materials were suggested within the Design Code to ensure the public concern over respecting the heritage of the site was respected and incorporated.



Local residents engaging with the proposed masterplan development (20.07.2022).



Public consultations took place from 07.09.22 - 08.09.22



Local supporters engaging with the design team (21.07.22).



Screen-shot from the webinar which took place on 22.07.22.



The residents were able to indicate what aspects of the proposal were more important to them and to make their suggestions and express their ideas through post-it notes.





**Northfleet  
Harbourside**

# 5. Illustrative Masterplan

Northfleet Harbourside



# 5.1.1 The Illustrative Masterplan Proposal

## Introduction

The Masterplan proposal for Northfleet will be transformative. The development brings together a diverse mix of uses, spaces and buildings all the while retaining a strong link to the sites existing local context.

The development will focus on sustainable place making with increased green connectivity to the existing context and emphasis on the creation of new green public realm.

From an urban scale the masterplan is conceived as a series of three connected 'Neighbourhoods' around the central Stadium and Market place, while each space will work harmoniously, they will also retain their own identifiable characteristics.

The masterplan is conceived with the community at the heart of the development; The Ebbsfleet FC stadium. This space provides the key link to the existing community and an anchor point from which the masterplan and its functions create the urban connection between the public transport links to the south (Northfleet and Ebbsfleet International train stations) and the Northfleet Harbour on the Thames.

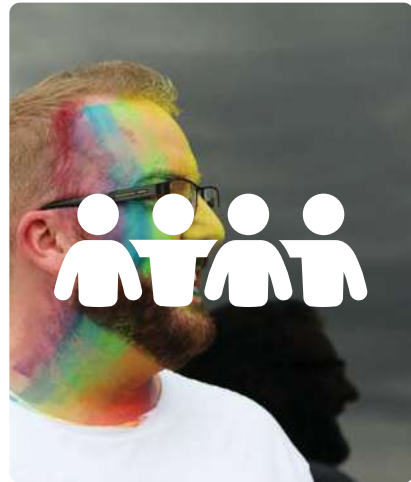
This chapter will take an in-depth look at the Masterplan as a whole and then introduce each neighbourhood zone individually.





# 5.1.2 Illustrative Masterplan

## Illustrative Masterplan Principles



Inclusive Neighbourhood



Land use optimisation



Multi-functional Spaces



Active Street Fronts



Health and Nature



Community Building



Varied Housing Supply



Engaging Public Realm



Sustainable Aspirations



Maximise Ideal Views



Productive Landscape



Harbourside Experience



# 5.1.3 Illustrative Masterplan

## Illustrative Masterplan Layout

The Northfleet Illustrative Masterplan has been designed as a series of interconnected neighbourhoods, with a major stadium and retail podium forming the central heart of the masterplan strategy, tying together the neighbourhood elements of the development.

The development will be delivered in phases and thus the masterplan retains a strong sense of flexibility in its layout while ensuring the key elements of the masterplan are delivered early in the programme.

The Northfleet Illustrative Masterplan will strengthen the existing links to the nearby railway network while creating a destination for locals, national and international visitors.

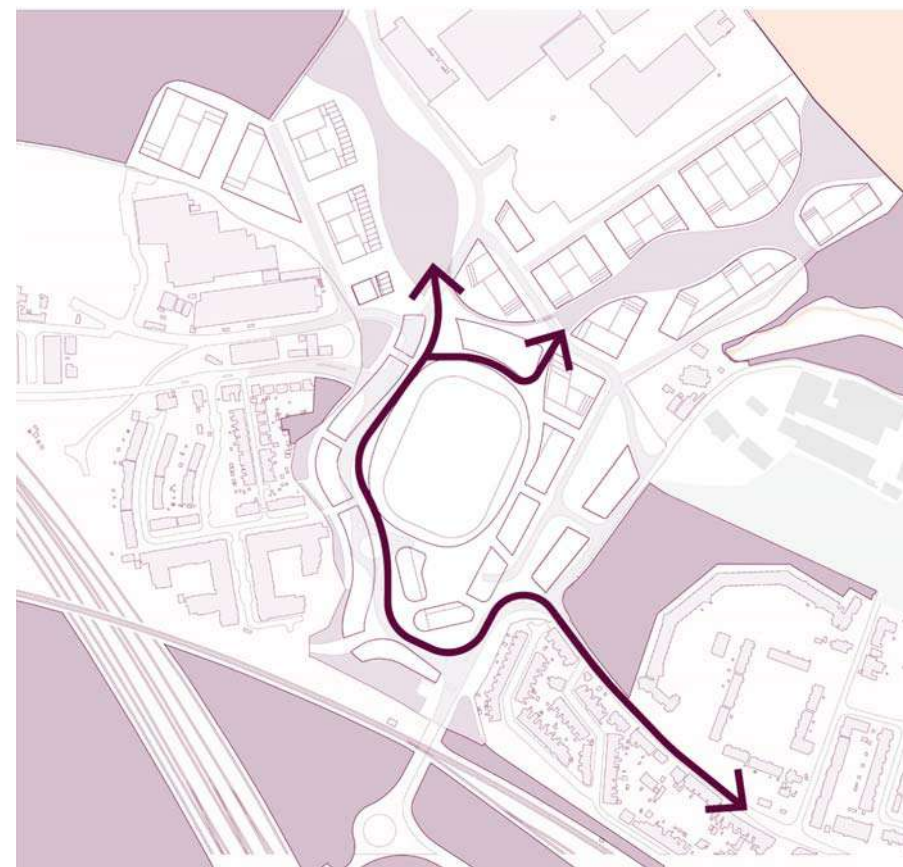
Integration of the proposed masterplan and the existing context is addressed through a series of well considered new routes and public realm elements.

- Arrival at Northfleet Masterplan
- integration of the new Ebbsfleet Stadium within the centre of the masterplan
- A new public realm/ Marketplace podium
- The new Boulevard connecting the existing A226 road with the proposed masterplan
- Connection of the existing B2175 road with the proposed masterplan
- Alignment of the masterplan with the existing adjacent industrial zone.
- A series of service and emergency routes
- A new tunnel connecting the A226 through the masterplan under the Marketplace podium.

### Public Realm Spine

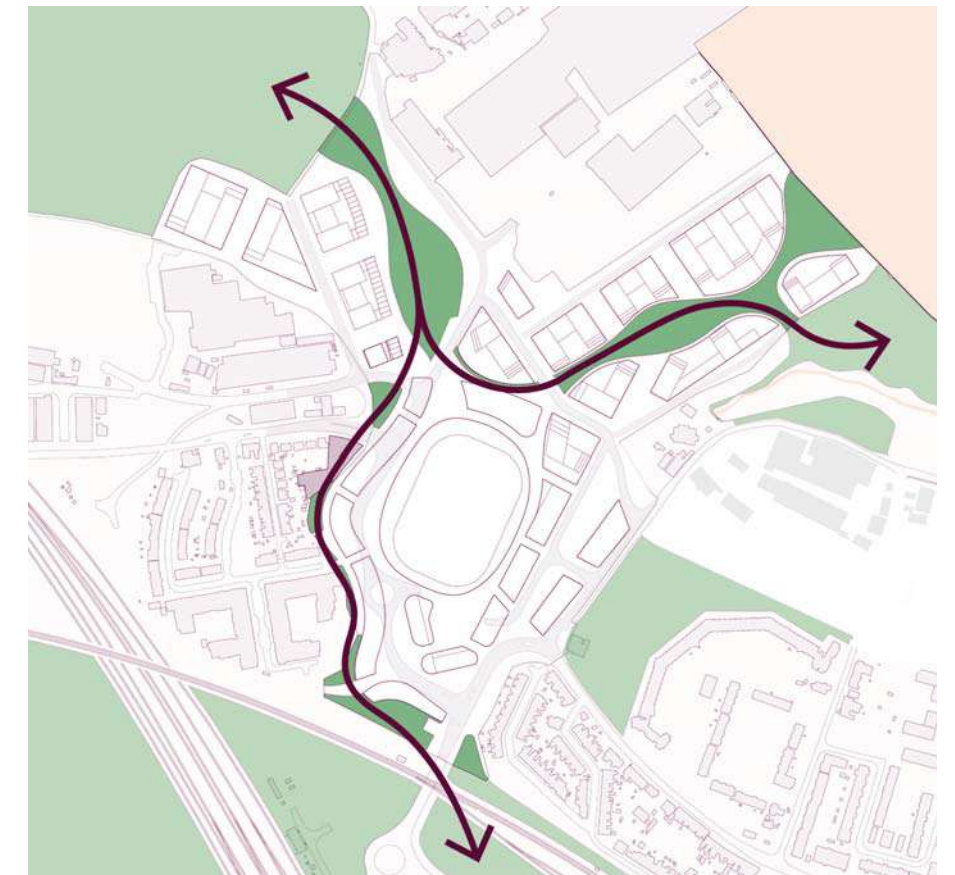
The central spine of the masterplan acts to connect the existing High Street and the proposed Northfleet Harbourside Development along the primary pedestrian retail and stadium public realm route.

This ensures the stadium and marketplace neighbourhoods and their peripheral activities remain routed in the existing context; physically and visually connected to the local community and existing transport routes.



### Connected Green Network

The location of the proposed masterplan places it at the centre point of two large green spaces to the south and to the east of the site. The proposal places large areas of green public realm within the site, further strengthening its usability through the placement of local functions along these green networks.





# 5.1.3 Illustrative Masterplan

## Illustrative Masterplan Layout

### Routes Through

Routes through the masterplan have been strategically located to ensure local industrial truck routes, existing bus routes and the proposed development work together harmoniously.

Through the use of a podium structure to create a tunnel, the realigned A226 will continue to be connected to the Northfleet Industrial Estate and the wider context of the north. A network of green podia are proposed above the routes to ensure a hierarchical approach is established for pedestrians within the proposed development.

*Ref: Parameter Plan:NFH-UNS-MAST-DR-1014 Highway Access*

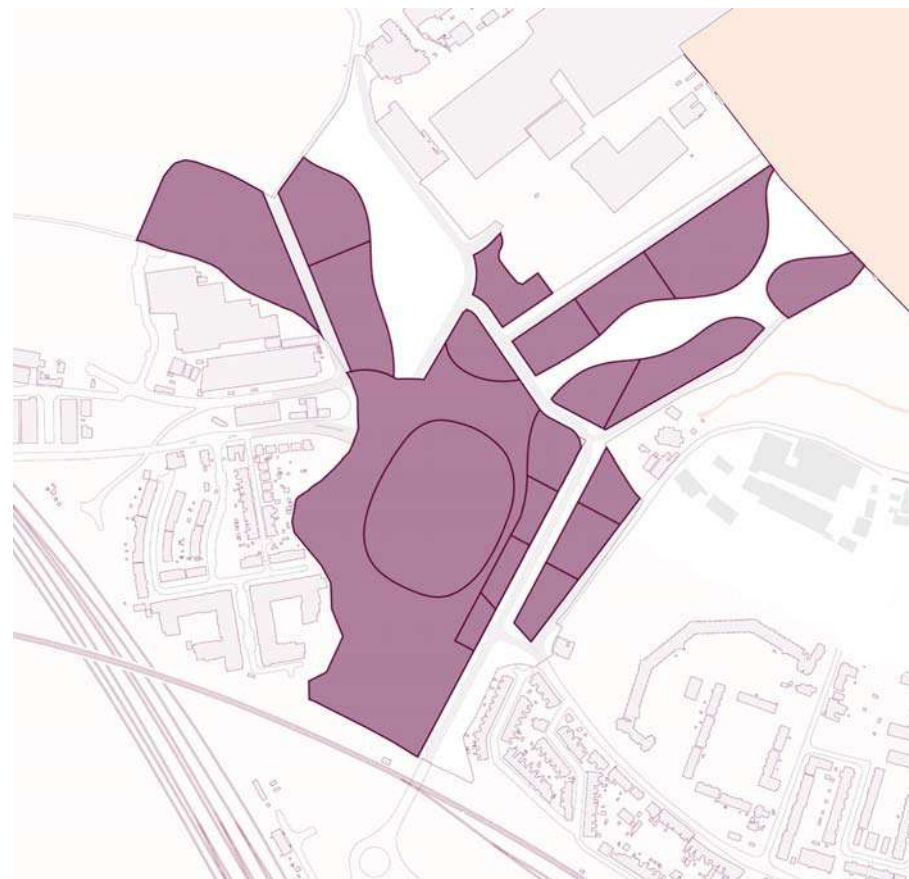


### Plots

Layout and maximised public realm connectivity form the key concepts of the plot arrangement within the Northfleet Masterplan. The stadium and retail marketplace form the centre plot of the proposed masterplan with the three major residential/ commercial neighbourhoods

The overall masterplan is arranged to strategically maximise the connection between the built architecture and public realm routes. This is established by maximising the public realm facing plots and creating significant plot to plot distances (22m). This is established by maximising the public realm facing plots and plot to plot distances.

*Ref: Parameter Plan: NFH-UNS-MAST-DR-1004 Plots Plan*

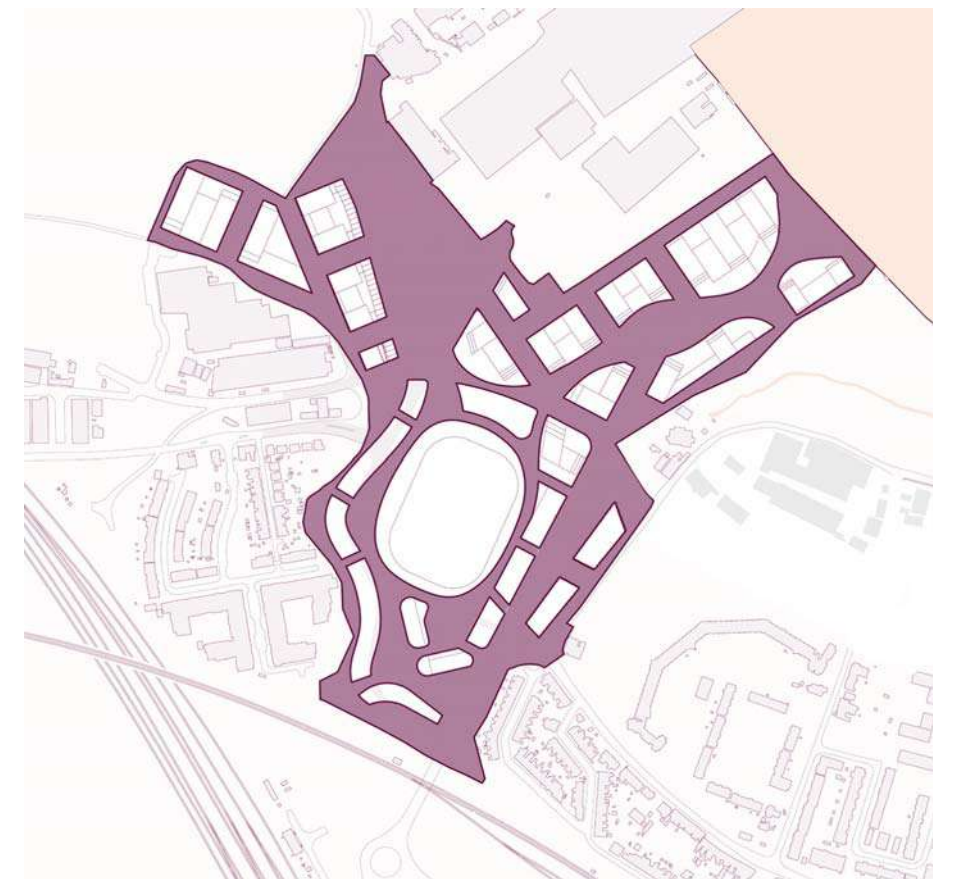


### Public Realm

Delivering a generous (c.9.5ha of the 19ha site) & high quality public realm space for play, social interaction, creativity, economic activities and entertainment is one of the principle drivers of the Northfleet masterplan.

An investment in green spaces and sustainability are the pillars for creating liveable and attractive spaces.

*Ref: Parameter Plan: NFH-UNS-MAST-DR-1012 Public Realm*





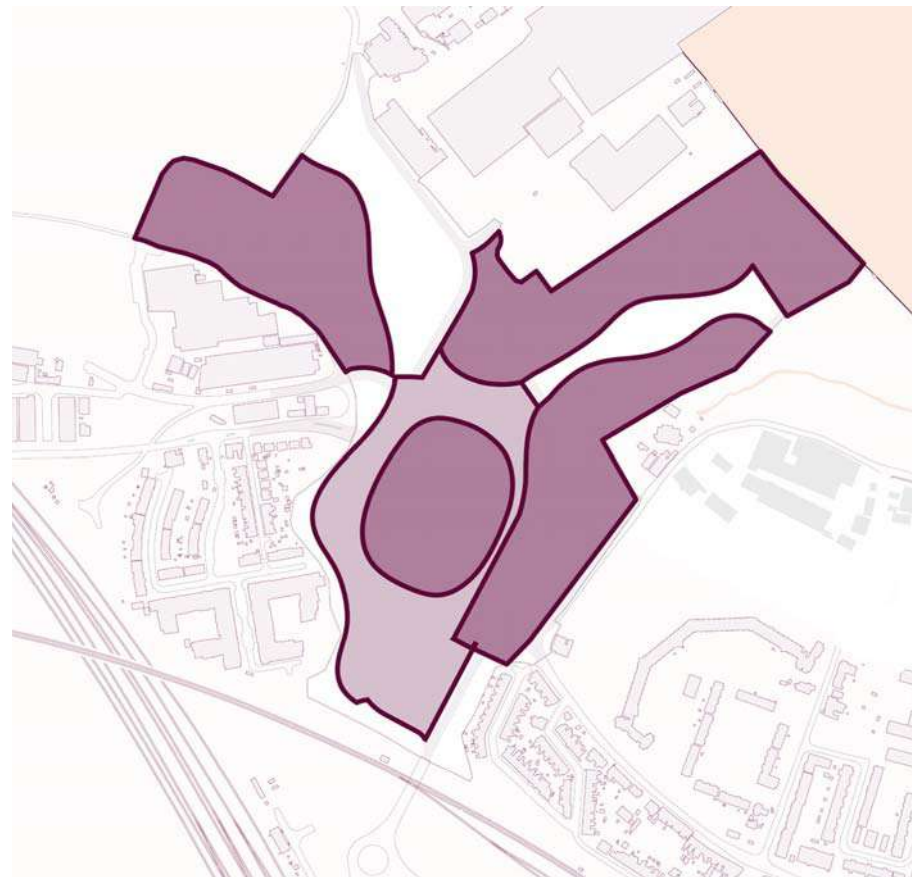
# 5.1.3 Illustrative Masterplan

## Illustrative Masterplan Layout

### Neighbourhoods

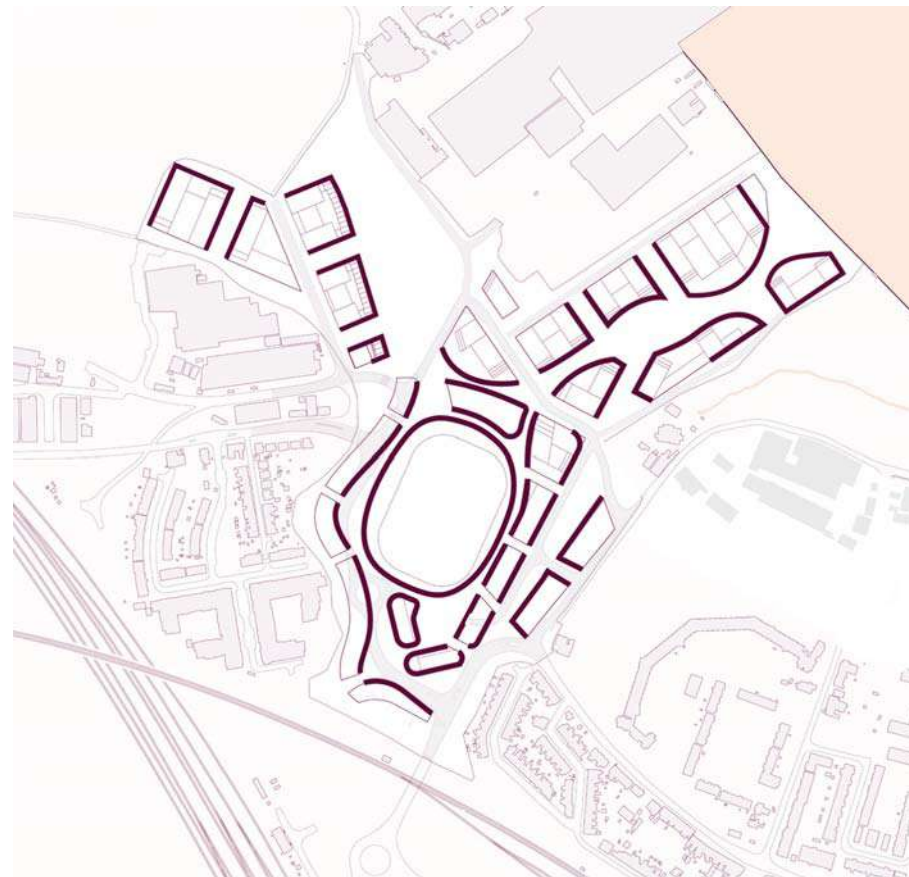
The Masterplan is arranged into a series of neighbourhoods; Stadium, Marketplace and the three residential neighbourhoods of The Parkland, Boulevard and Riverside neighbourhoods. This strategically allows for each neighbourhood to establish its own identity while retaining its over-all connection to the Northfleet Masterplan identity. The green public realm acts to tie together these neighbouring parts into one cohesive development.

*Ref: Parameter Plan:NFH-UNS-MAST-DR-1018 Neighbourhoods Plan*



### Maximising Active Frontages

A key strategy of the masterplan is to maximise the public realm and park frontages of the blocks. This allowed for the blocks to best take advantage of both their direct connection to green public realm space, increased walk-ability of the scheme and passive security. Visual connectivity into, within and out of the masterplan is also maximised through this strategy of maximising park frontages.

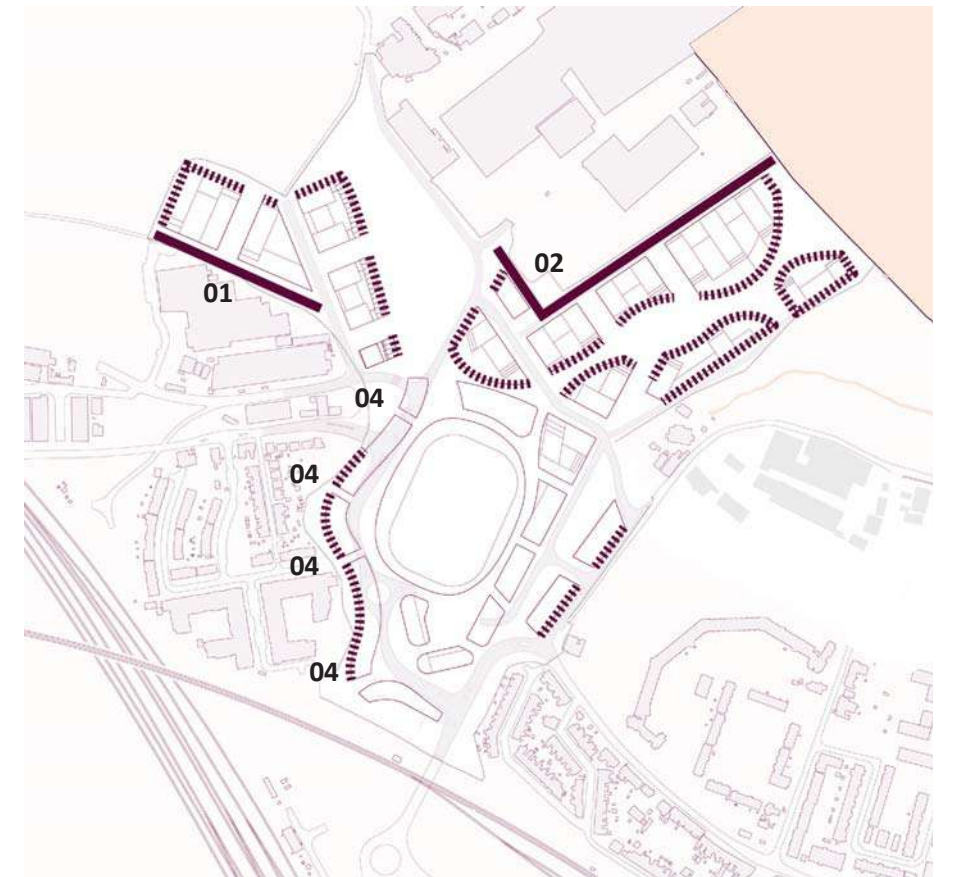


### Boundary Treatments

The development edges clearly define the boundary condition, react to the existing form of the boundary line and the immediate context. A strategy of creating a buffer zone between the more established industrial zoning and the proposed neighbourhood zones can be seen across the site. (1)(2)(3)

While alternatively a strategy to encourage connection between established residential context and the proposed retail frontage can be seen around the market place neighbourhood. (4)

*Ref: Parameter Plan: NFH-UNS-MAST-DR-1010 Built edge deviation plan*





# 5.1.3 Illustrative Masterplan

## Illustrative Masterplan Layout

### Waterfront Connection

The Thames river has always created a strong industrial link to the site. Many industries were situated along the Thames while others were situated along the Robins Creek. The proposed masterplan re-establishes the a link between the wider context of Northfleet and the more immediate context of the site back to the Thames. Visual connectivity between the residential neighbourhoods and the harbour form a strong connection between residents and the harbour context.

### Public Parks and Spaces

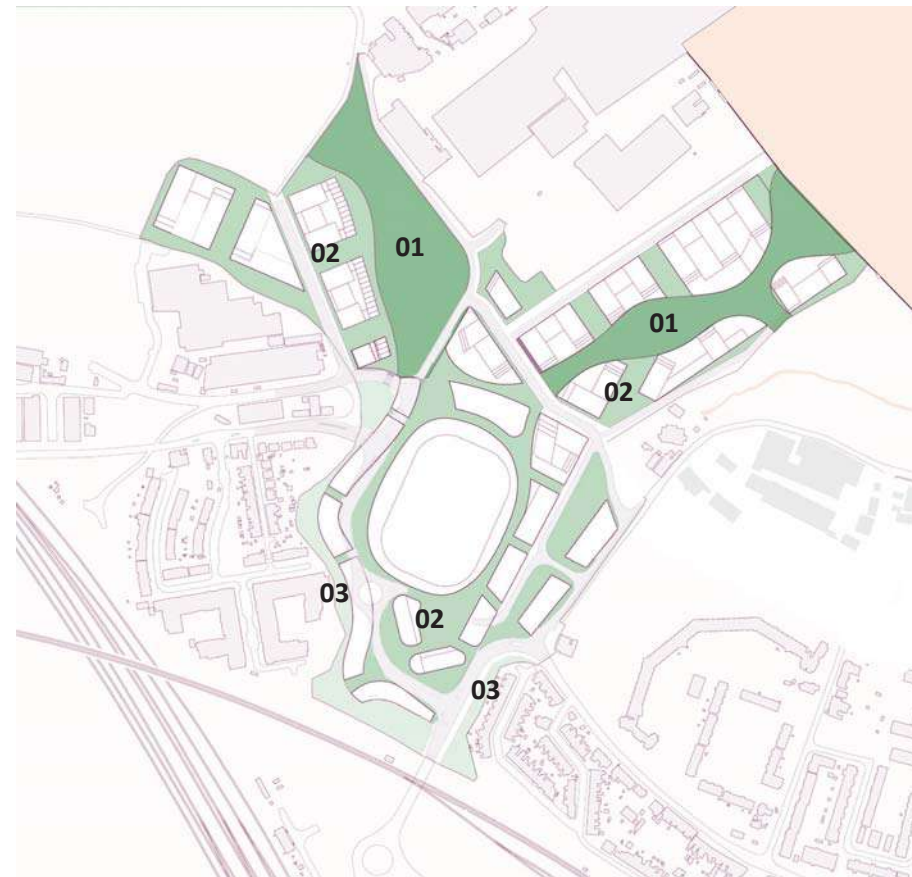
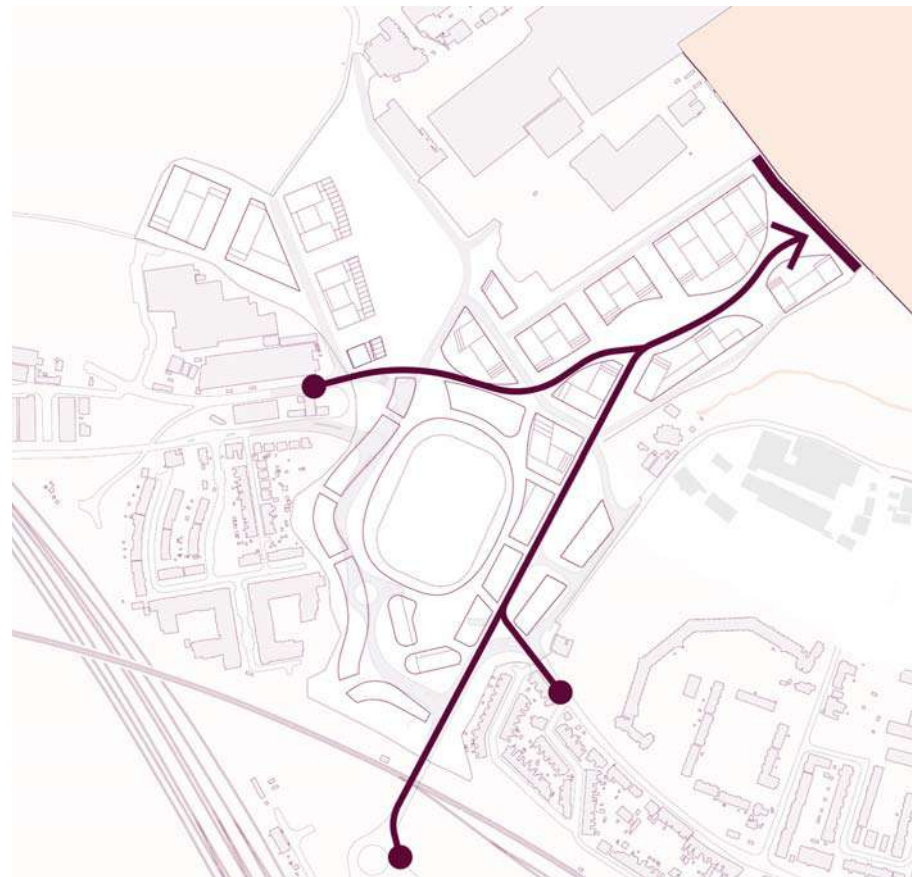
A series of smaller scale square and pocket parks that work along side the and compliment the larger public realm spaces. These spaces act to resolve edge conditions between established residential conditions. Other spaces lie within the larger scheme of public realm space to create moments for play, social interaction and entertainment.

- (01). Parks
- (02). Public realm
- (03). Pocket parks

### Streetscape (Minor and Major streets)

A varied level of streets are proposed within the masterplan, there is a differentiation made between primary and secondary streets. These streets not only bring together the buildings and public spaces but also create their own set of high quality public spaces.

*Ref: Parameter Plan: NFH-UNS-MAST-DR-1014 Highway access*





# 5.1.4 Illustrative Masterplan

## Illustrative Masterplan Access

The Northfleet masterplan focuses on bringing together a continuous and varied network of pedestrian, cycling and vehicular routes in a safe, sustainable and organised way. The main focus lies in the activation of the masterplan neighbourhoods with safe access for all modes of transport and occupants.

Logistically the proposed new routes will complement and enhance the existing vehicular network ensuring that the proposed Northfleet Masterplan serves to advance the existing mobility of the wider context.

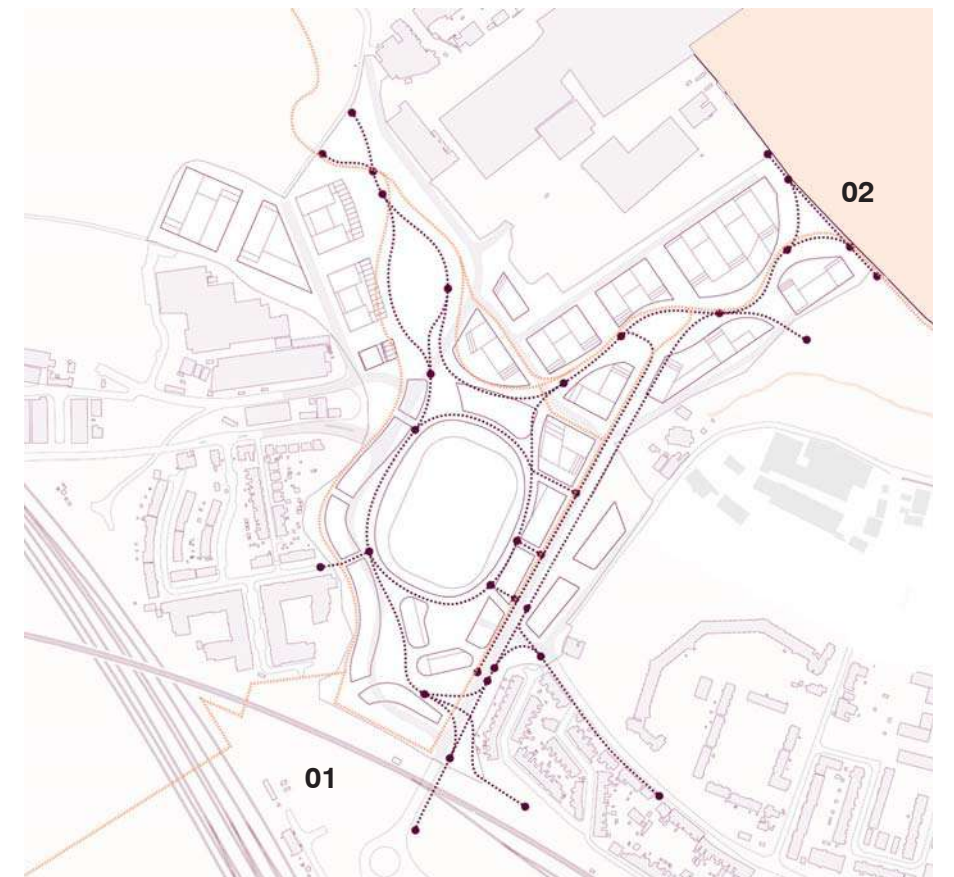
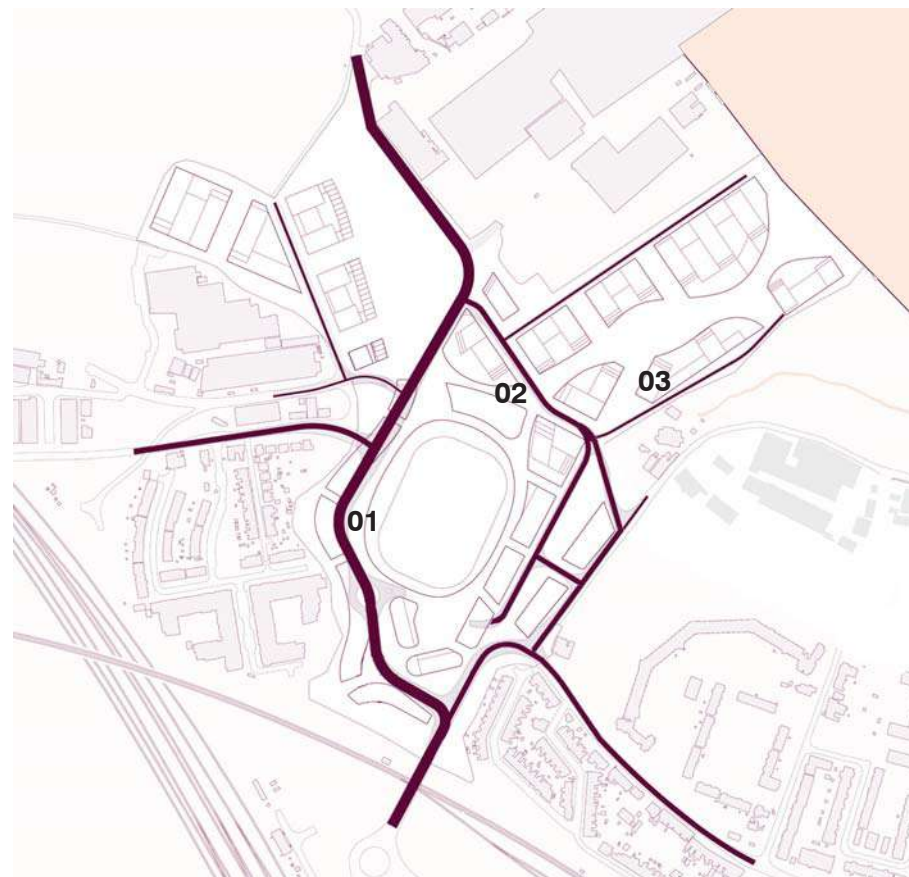
Public realm space is prioritised hierarchically with vehicular and cycling modes strategically places to compliment this public realm arrangement.

### Street Hierarchy

The network of streets established within the Masterplan is composed of primary, secondary and tertiary routes. The proposed primary route (01) will help to transport, industrial trucks around the development. A secondary level of streets (02) is established create routes for buses through and around the development and establish major branches on the masterplan. A third level of (03) local access routes are then introduced to allow for residential and service access.

### Pedestrian and Cyclist focus

The illustrative masterplan proposes to connect into the existing bicycle paths of the local context allowing for the masterplan to become the connection point from which you can travel between the Stanhope road and the local context. Similarly the masterplan focuses on the prevision of safe pedestrian access through the introduction of vast connective public realm space, connecting major green spaces adjacent to the site (1) with that of the harbour edge.(2). To allow for this the Northfleet Harbourside Masterplan deliberately removes the conflict between motor vehicles and pedestrian.





# 5.1.4 Illustrative Masterplan

## Illustrative Masterplan Access

### Connection to Existing Road Network

Connection between the existing network of roads and the proposed masterplan are very important in establishing the developments place within the local and wider context.

- (01) Establishing a tunnel route connecting the Galley Hill Road to the A226 logistically allows for local industry to function as normal
- (02) The B2175 connects into the Boulevard allowing for connection to the Manor way to the North and A226 to the South-West
- (03) Establishing a route from Galley Hill under the Marketplace podium, through the Parkland, Riverside and Boulevard neighbourhoods and connecting back to the B2175 allows the existing bus route to service the proposed development while retaining its local connection.

### Car Parking Strategy

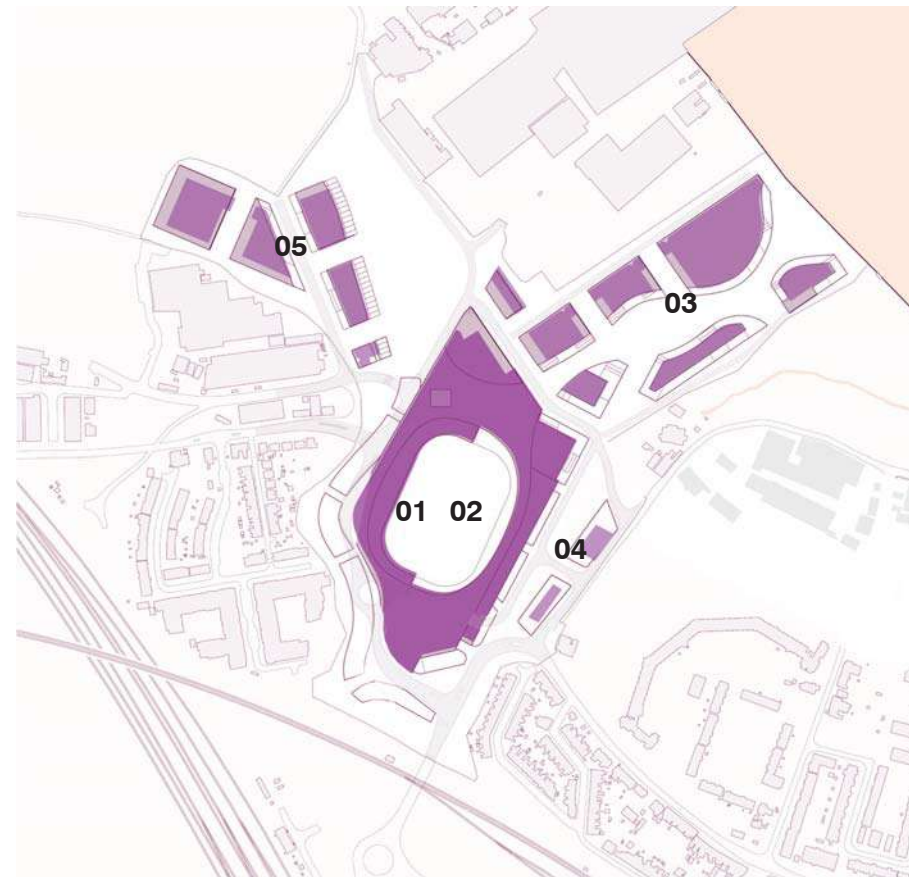
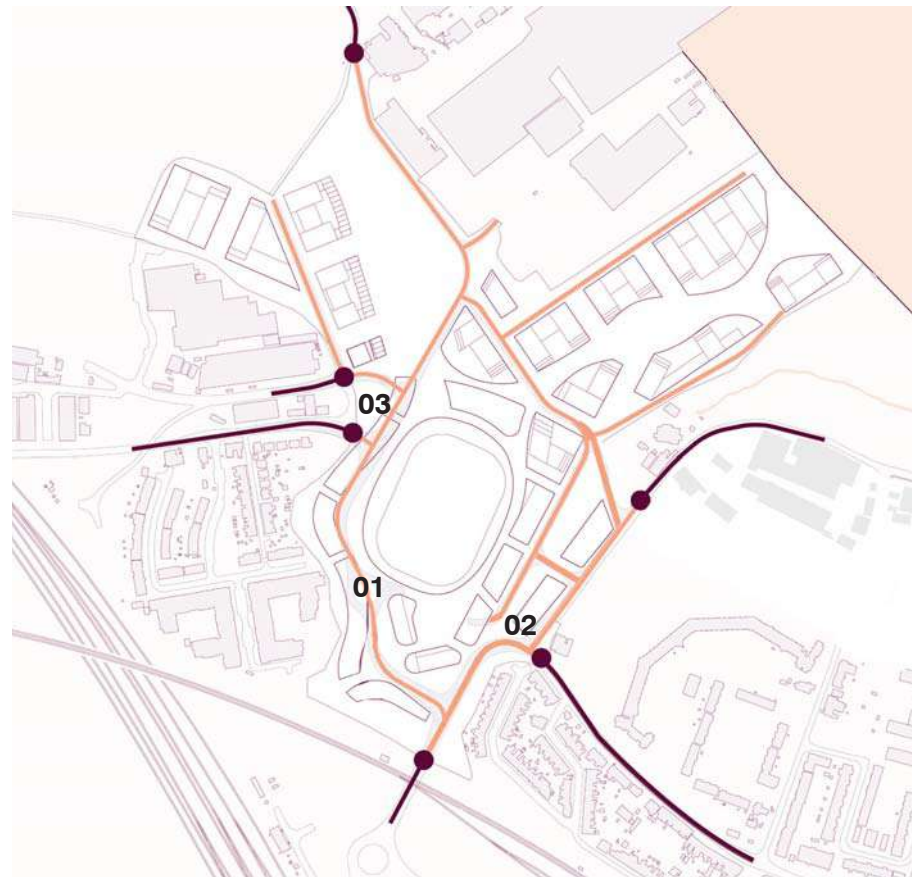
The provision of car parking forms an important part of the proposed masterplan, around 2600 parking spaces will be provided within the plinths of buildings across the masterplan

- (01) Marketplace Parking
- (02) Stadium Parking
- (03) Riverside Parking
- (04) Boulevard Parking
- (05) Parkland Parking

### Management Strategy

The plan of the proposed development has been designed to allow for access between the building blocks in order to ensure the buildings of the scheme and the public realm are able to be managed externally and internally.

For further information on management of the proposed development please refer to *Framework Delivery and Servicing Management Plan*





# 5.1.5 Illustrative Masterplan

## Illustrative Masterplan Uses and Areas

The Northfleet Masterplan will provide a series of vibrant, dynamic and sustainable neighbourhoods providing a mix of residential and retail/commercial functions surrounding a central stadium function.

The principles that underpin the uses of the site are:

1. To create a link between the existing football club and the future uses of the site.
2. The creation of neighbourhoods with the distribution of multiple uses in order to encourage sustainable long term success
3. The creation of a vibrant centre with public functions at the heart of these spaces
4. Fulfil the potential of the development as a sustainably located masterplan with excellent local, national and international connectivity
5. Uses on the site should reinforce and strengthen the generous public realm provision.

The Masterplan comprises of five neighbourhoods working together to ensure the success of the development. While some of the neighbourhoods have more specific functions such as the marketplace, others such as the Boulevard mix functions to ensure an active masterplan layout.

### Stadium Neighbourhood

The stadium lies at the heart of the masterplan, bringing the past and future of the site together in one space. This stadium contains the functions of car parking, retail, conference, fitness and football pitch.

### Marketplace neighbourhood

This space marks the arrival point of the masterplan and contains a meandering podium route along which two levels of retail are placed, food and beverage spaces, office space and local community uses.

### Boulevard neighbourhood

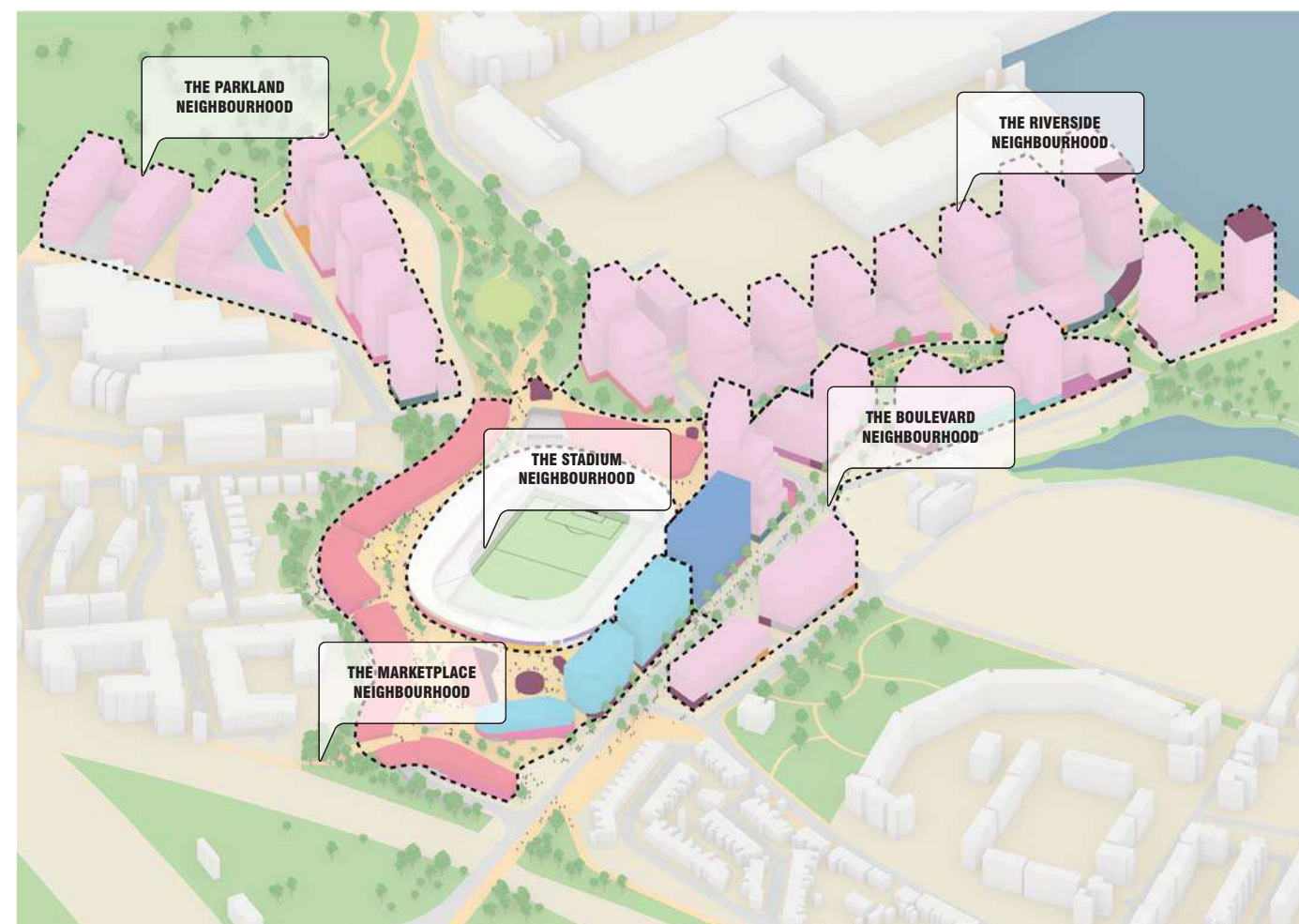
This neighbourhood includes the most mixed functions while creating a strong organisational boundary condition; Food and beverage, Local services, recreation and fitness, medical and health, creche and nursery, offices, community spaces, a ca. 300 bed hotel & approx 950 residential units.

### Riverside neighbourhood

This neighbourhood creates the connection between the masterplan and the Thames harbour, it comprises of Food and beverage spaces, fitness, medical, crèche and nursery, local community uses and approx. 1600 residential units.

### Parkland neighbourhood

Lastly the parkland neighbourhood has several ground floor uses such as local services, recreation and fitness, medical services, crèche and nursery, local community uses and approx. 950 residential units.





# 5.1.5 Illustrative Masterplan

## Illustrative Masterplan Uses and Areas

### A mix of Uses

In order to ensure the long term sustainability of the masterplan, multiple uses are distributed across the site ensuring such as spaces to live, work, shop, play and learn. The proposed masterplan presents a wide and varied approach to land uses including:

- Stadium (with fitness and conference facilities)
- Retail
- Residential
- Offices
- Food and beverage
- Local services
- Medical and health
- Creche and nursery
- Local community
- Hotel
- Car parking



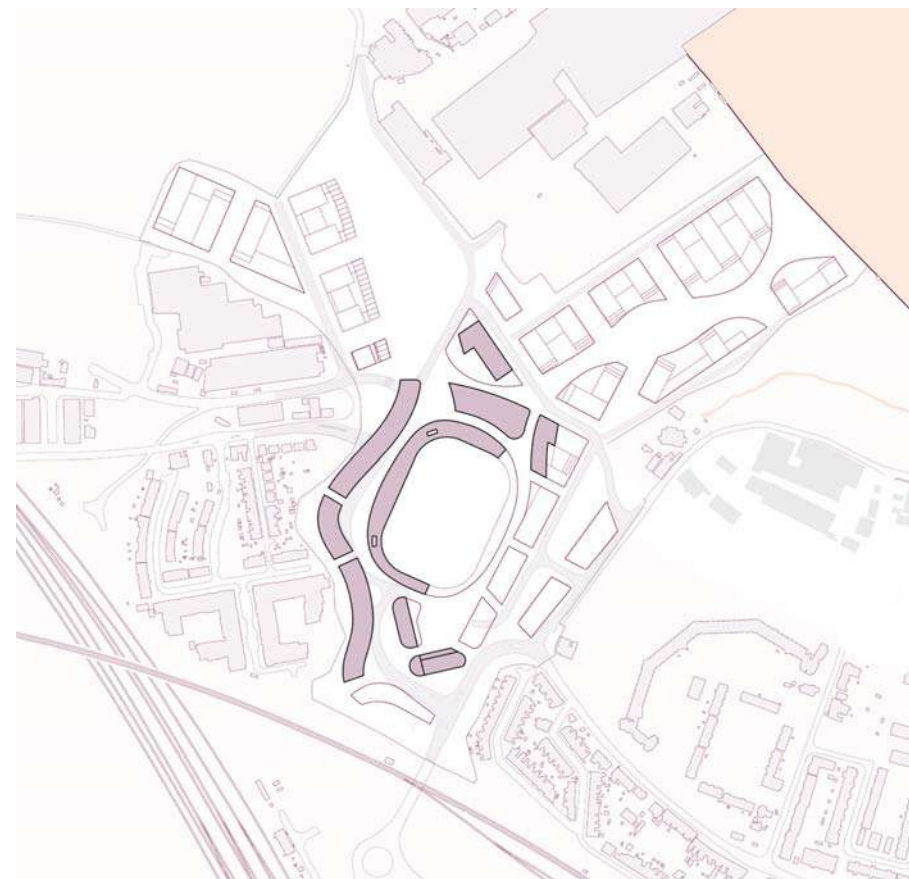
|                            |                       |
|----------------------------|-----------------------|
| RETAIL: 20,000 sqm         | OFFICES: 18,000 sqm   |
| F & B: 8,950 sqm           | COMMUNITY: 3,920      |
| LOCAL SERVICES: 1,110      | STADIUM & FACILITIES: |
| SPORTS/ FITNESS: 1,200 sqm | HOTEL: 19,800 sqm     |
| MEDICAL: 1,500 sqm         | RESIDENTIAL: 315,000  |
| CRECHE & NURSERY: 1,200    | TOTAL: 404,120 sqm    |

### The Retail/ Food and Beverage Experience

A key element of the masterplan is the provision of a diverse and wide ranging programme of retail accommodation. The Marketplace in particular focuses on a 'village like' retail experience where locals and visitors can benefit from the masterplan as a retail destination. In particular the masterplan envisages:

- Food and beverage units centred around the entrance to the masterplan and stadium/ along the ground floor of the boulevard neighbourhood.
- Food and beverage units stretching along the ground floor of the Boulevard and Riverside neighbourhoods.
- A mix of single and two story retail units around the boundary of the marketplace neighbourhood and western stadium area forming a retail street around the central stadium.

- Retail units wrapping the western podium level of the stadium neighbourhood, forming part of the Marketplace experience.
- Unique waterfront food and beverage experience at the top floor of the buildings directly adjacent to the Thames River within the Riverside neighbourhood.
- Smaller food and beverage units distributed within the public realm spaces.



Retail Positions within the Proposed Masterplan



Food and Beverage Positions within the Proposed Masterplan



# 5.1.5 Illustrative Masterplan

## Illustrative Masterplan Uses and Areas

Programme has been carefully distributed amongst each neighbourhood to ensure there are no ‘single use’ neighbourhoods; this ensures the maximum use potential of the neighbourhood and also introduces a layer of passive surveillance, increasing the feeling of safety for residents within the proposed development.

## Residential Schedule of Accomodation

The Northfleet Harbourside development will be delivered in two phases as set out in chapter 7.0 Implementation. The residential schedule looks to provide up to 3500 new homes for the area across these two phases.

*Please refer to the Parameter Plan; Indicative phasing plan: NFH-UNS-MAST-DR-1016*

- Phase 1**  
The first phase will deliver up to 2354 new homes for the Northfleet Harbourside Development.
- Phase 2**  
The second phase of construction will deliver up to 1147 new residential units.
- Totals**  
  
Fully delivered the scheme will provide up to 3500 new homes.

| Use                                                                 | Use Class   | Maximum Quantum of Floorspace (GEA) |          |             |           |         | Total  |       |
|---------------------------------------------------------------------|-------------|-------------------------------------|----------|-------------|-----------|---------|--------|-------|
|                                                                     |             | Riverside                           | Parkland | Marketplace | Boulevard | Stadium |        |       |
| Retail                                                              | E(a)        |                                     |          | 15900       |           | 4100    | 20000  | m2    |
| Food and Beverage                                                   | E(b)        | 1910                                |          | 1100        | 4840      | 1100    | 8950   | m2    |
| Local Services, e.g. hairdressers, bank                             | E(c)        |                                     | 200      |             | 900       |         | 1100   | m2    |
| Indoor sport, recreation and fitness                                | E(d)        | 300                                 | 300      |             | 600       |         | 1200   | m2    |
| Medical or health services                                          | E(e)        | 480                                 | 520      |             | 500       |         | 1500   | m2    |
| Creche or nursery                                                   | E(f)        | 280                                 | 320      |             | 600       |         | 1200   | m2    |
| Offices Total                                                       |             |                                     |          | 1000        | 17000     |         | 18000  | m2    |
| Local Community Use                                                 | F2          | 700                                 | 650      | 1800        | 770       |         | 3920   | m2    |
| Stadium and associated facilities (e.g. gym, conference facilities) | Sui Generis |                                     |          |             |           | 13450   | 13450  | m2    |
| Hotel                                                               | C1          |                                     |          |             | 19800     |         | 19800  | m2    |
| Residential (units)                                                 | C3          | 1640                                | 1037     |             | 823       |         | 3500   | Units |
| GFA per Neighbourhood (excl. Residential)                           |             | 3670                                | 1990     | 19800       | 45010     | 18650   | 89120  | m2    |
| GFA per Neighbourhood (incl. Residential)                           |             | 146670                              | 89990    | 19800       | 129010    | 18650   | 404120 | m2    |



# 5.1.6 Illustrative Masterplan

## Illustrative Scale of the Masterplan

The indicative scale of the development as shown on the parameter plans has been carefully considered to both ensure the potential of the masterplan is maximised but not to the disadvantage of the immediate context.

Each neighbourhood contains a diverse mix of different scales from 2 floors (up to 9m above Ground level) up to the tallest blocks of the development at 20 floors (68m above Ground level).

The entrance to the proposed development retains a lower scale in order to give an appropriate height for the 'village' and appropriately respond to the residential neighbourhood directly adjacent.

In order to appropriately relate the development to the direct context (in particular the existing residential neighbourhoods) the massing is generally lower towards the edges of the site. This is particularly evident in the Marketplace, The Boulevard and Parkland Neighbourhoods.

The residential scale is varied in order to create a flexible base condition for differing residential arrangements. From the scale of the town house (13m above Ground Level) to the scale of the residential tower (68m above Ground

### Contextual Response

The edges of the development are generally lower towards the existing context, this is both in an act of trying to be a considerate neighbour but also in an effort to create a relationship between the proposed development and the immediate context.

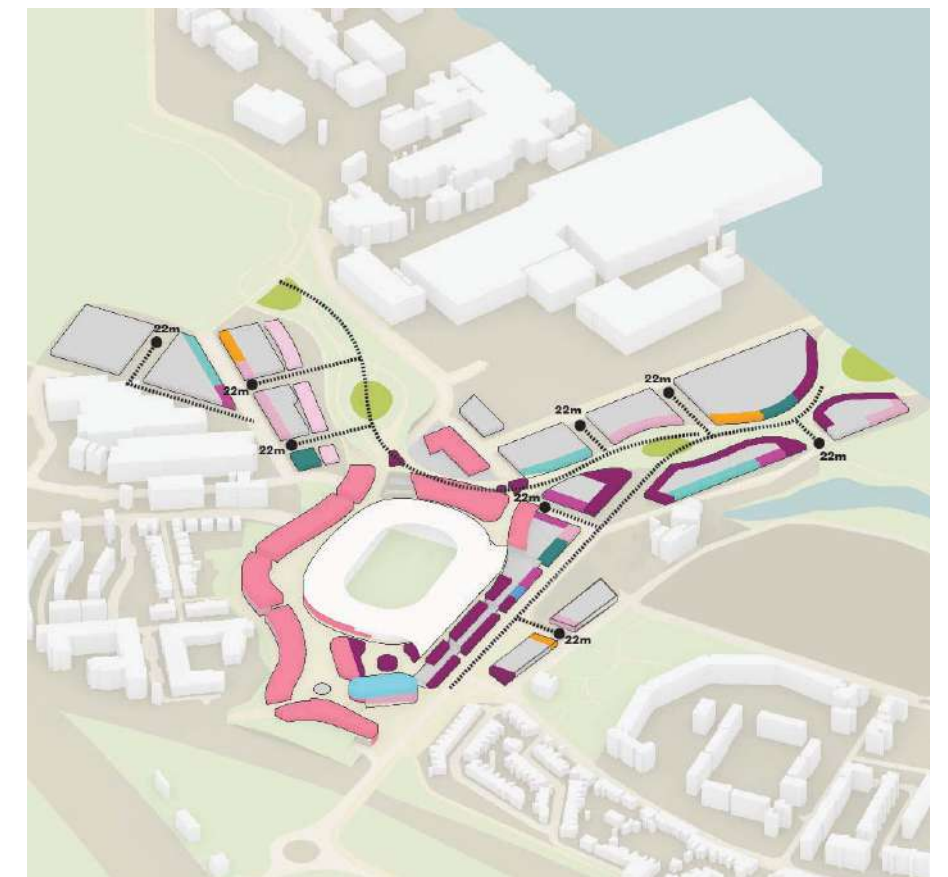
Only as the site moves away from the existing residential context and towards the industrial, harbour and parkland context do the blocks of the proposed development rise up to 20 floors (68m above Ground Level) optimising the potential of the blocks and also the views and visual connectivity towards the natural context of the site.

### Relationship to the Public Realm

The relationship between the public realm and the proposed blocks is very important, this decision to allow for a significant and appropriate 22m distance between blocks at ground floor was implemented across much of the masterplan.

This allows for appropriate access and ingress to the site while allowing for light to penetrate through the blocks and provide an attractive well-lit space for dwelling.

The height of the Stadium and Marketplace at 5 floors (19m above Ground Level) is carried through the site creating a plinth through the Riverside Neighbourhood both allowing for a stronger connection to the public realm green space and providing a visual shoulder height across much of the residential proposal.





# 5.1.6 Illustrative Masterplan

## Illustrative Scale of the Masterplan

### Key buildings and scale

The development identifies some key blocks and applies an appropriate scale and height to these buildings as 'key' elements of the development;

01. The Stadium is identified as the key building at the heart of the masterplan, lower in scale and embedded into the programme of the marketplace neighbourhood

02. The Riverside Neighbourhood towers with food and beverage offering at the highest floor.

03. The residential tower of the Boulevard neighbourhood forming a corner block between the Boulevard, Stadium and Riverside Neighbourhoods

04. The central residential blocks of the Parkland neighbourhood with maximised views towards the public realm and Botany Marshes.

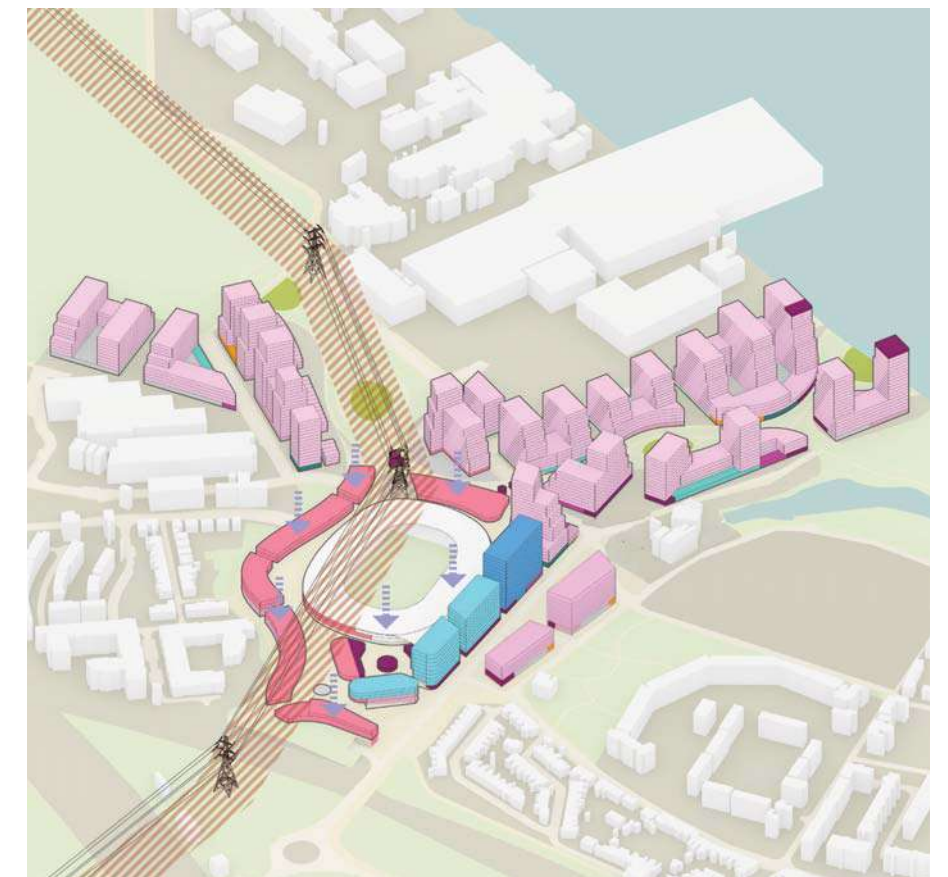
### The Town houses

In order to help with the transition of scale between the public realm and the taller residential scale of the Parkland Neighbourhood a series of lower scale town houses are designed into the masterplan directly adjacent to green public realm route.

The aim of this positioning is to ensure an appropriate and identifiable scale for the occupants within the public realm.

### The National Grid

In order to comply with the National Grid restrictions the masterplan remains below 20m height everywhere within a 25m offset of the National Grid lines.





# 5.1.7. Masterplan Neighbourhood Strategy

## Neighbourhoods Strategy

The Northfleet Harbourside Masterplan envisages an urban strategy of creating mixed use neighbourhoods and neighbourhoods with primary uses and varied public uses accessible at ground floor.

This vision for a neighbourhood strategy was arrived at from a series of workshops, stakeholder meetings and site analysis. The vision for the Northfleet Harbourside development is to link a series of neighbourhoods intertwined with landscaped public realm to one another but also in a broader connective link to the wider context.

The strategy envisages neighbourhoods with a diverse range of uses and forms, individual in character but clearly part of an ensemble of neighbouring elements.

### Heart

The Marketplace and Stadium are foreseen as the central neighbourhoods of the proposed masterplan, this tie to the history and present use of site takes a key position at the centre of the cluster of neighbourhoods.



### Public Uses

The strategy envisages some neighbourhoods with almost entirely public functions (in this case Retail/ Food and Beverage) These spaces should compliment and support their neighbouring functions.



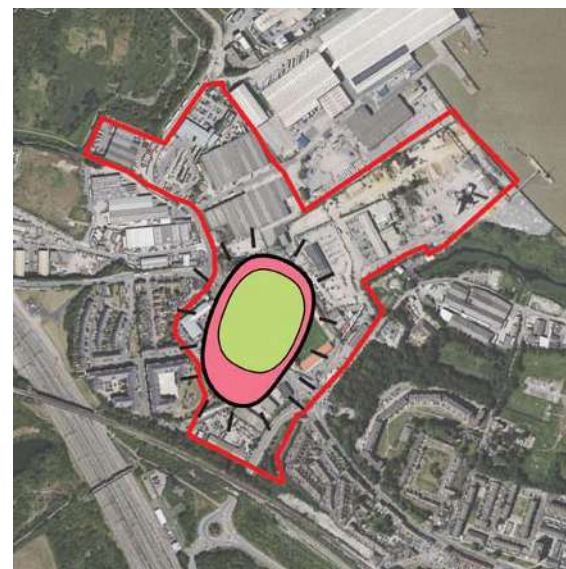
### Connection

The Northfleet Harbourside development envisages a truly green/ active public realm, a neighbourhood in its own right, connecting and supporting the more clearly defined masterplan architectural programme with that of the wider context.



### Neighbourhoods

The remaining space defines the primarily residential neighbourhoods, supported and linked with a strong public realm presence. A mix of ground floor uses are envisaged to support an active ground plane and encourage the feeling of security within each neighbourhood.





# 5.1.8 Inclusive Environment

The delivery of an inclusive Northfleet Harbourside Development is a key principle from which the entire masterplan and public realm has derived. The proposed masterplan development chooses to focus on the connectivity between the past, present and future occupant of the masterplan site and local context.

In order to ensure the proposed masterplan development embraces both the local and future occupant of the site, the masterplan illustrates the potential for a highly inclusive arrangement of the programmatic layout and public realm. From initiatives of including affordable housing, the connection of ground floor local amenity program, a focus on cultural offering and an accessible public realm tying these elements together.

## Inclusive Public Realm

The illustrative landscape masterplan is designed in a way to be as inclusive of existing local, new and visiting occupants of the site.

A multi-functional amphitheatre space located in the Riverside character area, providing opportunity for events, gigs, inclusive community interactions

Priority is given to the pedestrian in the public realm through the introduction of shared surface materials ensuring an inclusive public realm experience.

A platform of connecting leisure and work destinations along a network of safe and clearly defined routes will inform an inclusive public realm environment.

## Affordable Housing

The provision of affordable housing is a key element of the Government's plan to end the housing crisis, tackle homelessness and provide aspiring homeowners with a step onto the housing ladder. Northfleet Harbourside Development will dedicate a significant portion of the proposed residential provision to affordable housing.

## Inclusive Ground Floor

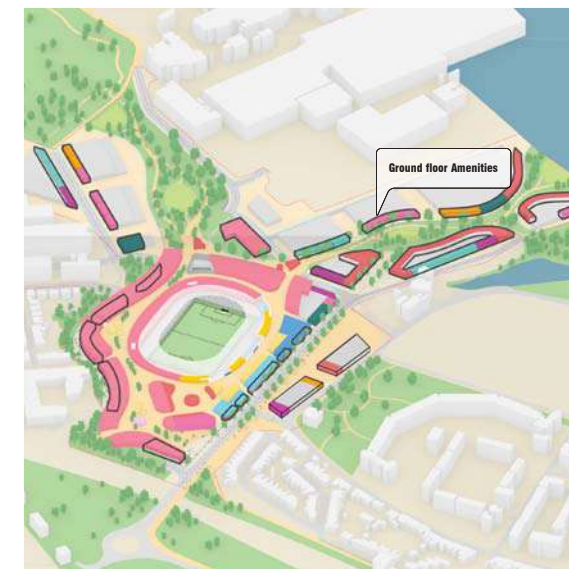
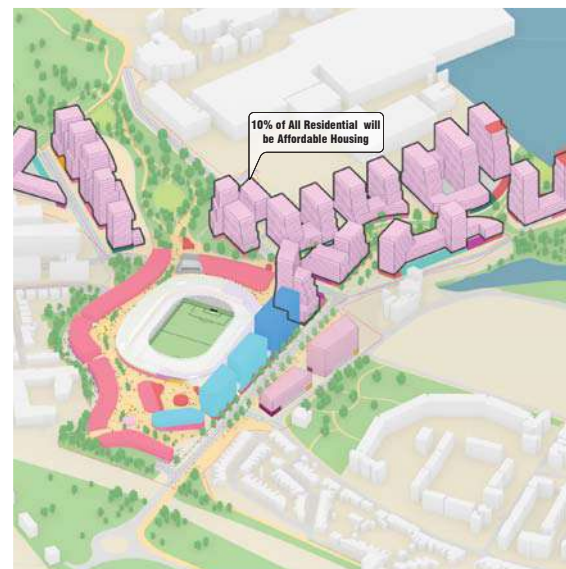
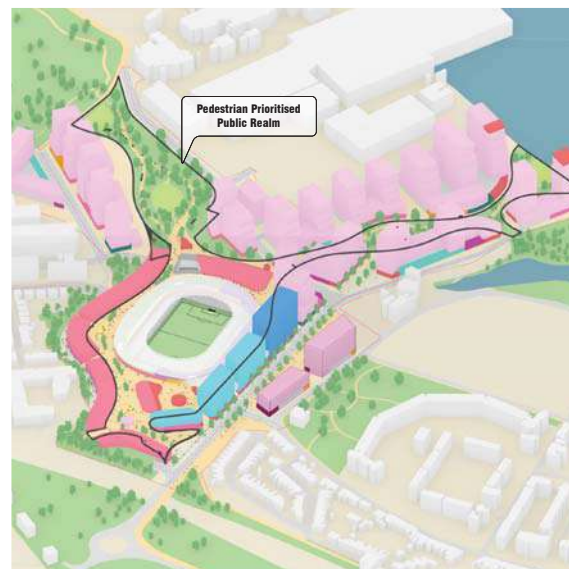
The distribution of ground floor amenities was a key driver of the proposed masterplan development. The provision of inclusive spaces, cultural, social and local services are key to defining the relationship between occupants, neighbours and their sense of community.

The programmatic layout ensures single-use neighbourhoods are avoided; accommodating more established commercial offices while allowing for Small and medium local enterprises to become established within the SME Hub.

## Cultural Inclusivity

The Stadium and football club at the centre of the masterplan is designed to establish a strong link to the existing cultural ties of the local community while informing a new node from which to connect to the future user of the site. This stadium will be capable of hosting a range of uses to ensure the maximum potential of the space is exploited.

The public realm design supports this cultural offering, creating inclusive spaces for everyone from the resident to the visitor. Recreation, play areas, spaces for events and space for the display of public art are all included within the illustrative public realm design of the proposed Northfleet Harbourside Development.





# 5.1.9. Access Points & Movement

## Access within the Illustrative Masterplan

### Vehicular Routes

The first step in creating a safe and logical layout for the roads network across the proposed development was to connect the existing industrial sites primarily used by trucks back to the A226 and adjacent roads network.

Then a re-routing of the bus network around the site to connect the existing route to each neighbourhood and creating connecting roads for cars to each neighbourhood and parking spaces was designed.

Together the truck, bus and car routes work together to ensure both safe and efficient access across the site while ensuring the pedestrian and cyclist user can get across the site unaffected by vehicular traffic.

Car parking is accessed through the vehicular roads network to each neighbourhood.

### Pedestrian Routes

The routes devoted to the pedestrian on and around the site ensure a strong connection from the central neighbourhoods of the stadium and Marketplace towards the harbour and the marches to the north and west.

The podium Level 02 and neighbourhood parks ensure the pedestrian network and roads network remain separated ensuring the safety of the pedestrian across the proposed development.

### Cycle Routes

Cycle routes are designed to ensure there is accessibility throughout the entire site to all parts of the proposed development/ each of the neighbourhoods. The proposed development also connects into the existing cycle routes in the adjacent context, interaction between the cyclist and motor vehicle is minimised within the proposed scheme promoting the safety of the cyclist.





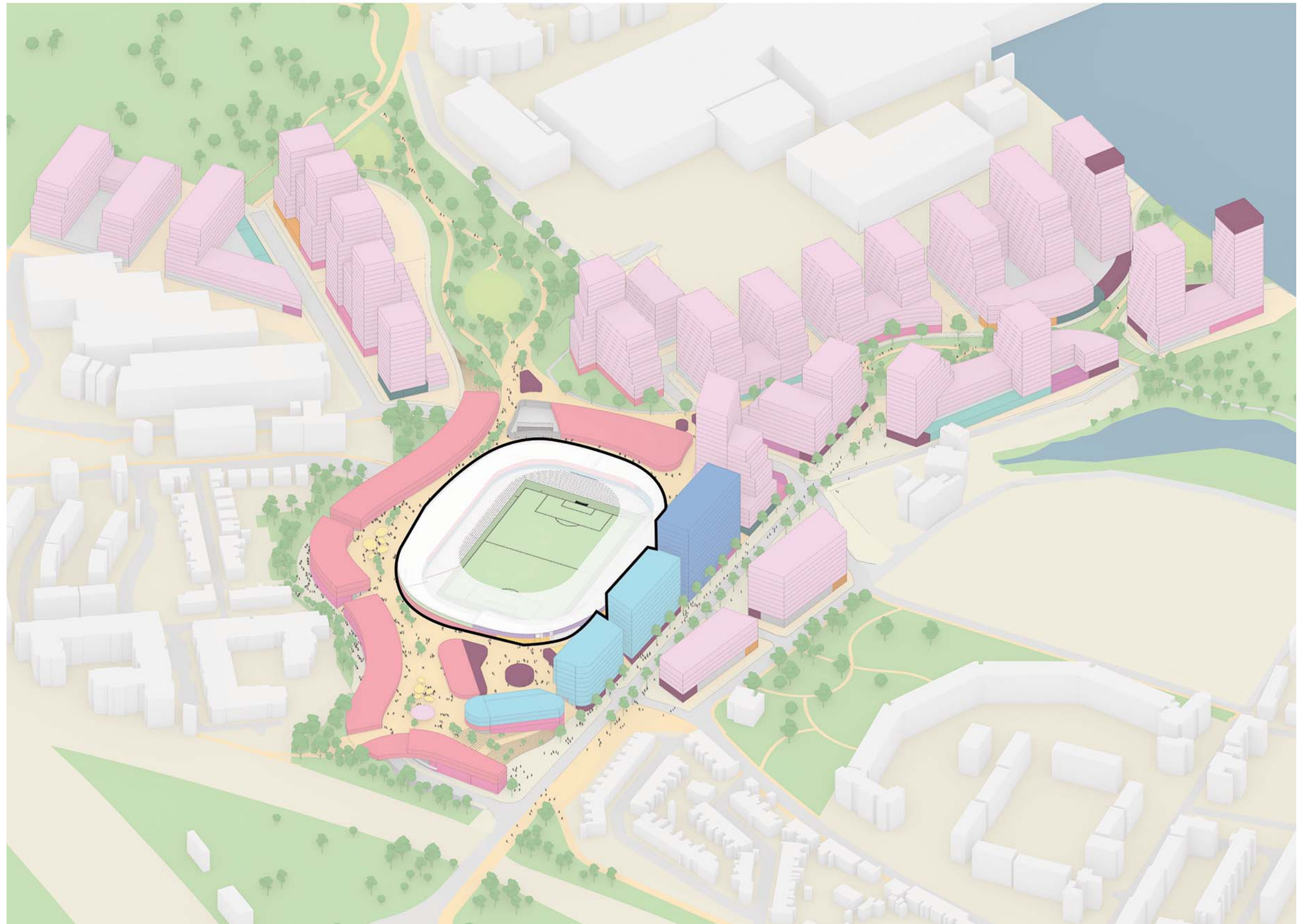
## 5.2.1 The Stadium

### Introduction

The Stadium will give the Ebbsfleet United Football Club an identity and a focal point for community engagement. It is designed as the new home for Ebbsfleet United FC and forms the community heart of Northfleet Harbourside.

As well as hosting football fixtures, the stadium will hold other events such as concerts and performances, with this the stadium will bring high levels of activity and vitality to this Northfleet Riverside development and has been centrally located in the masterplan to fully harness this vibrancy.

Easily accessible for fans and visitors the Stadium Neighbourhood will respond effectively to the surrounding uses such as the Boulevard Neighbourhoods commercial and Hotel offering and to the Marketplace Neighbourhoods distinct retail experience.





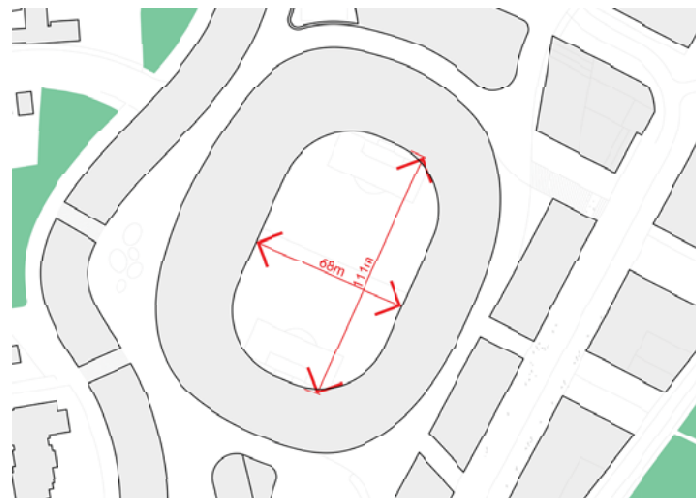
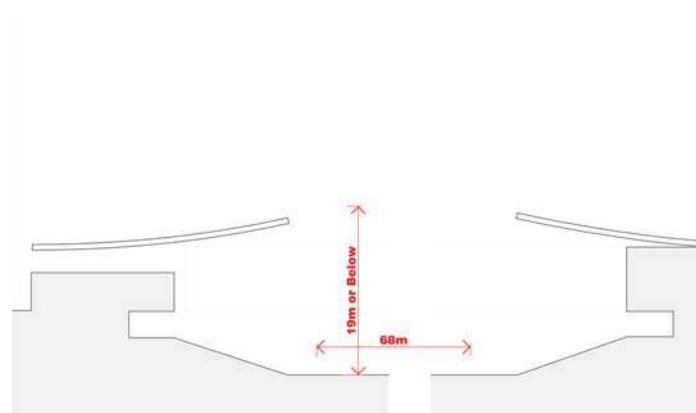
## 5.2.2 Stadium Use and Areas

### Stadium Scale Comparison

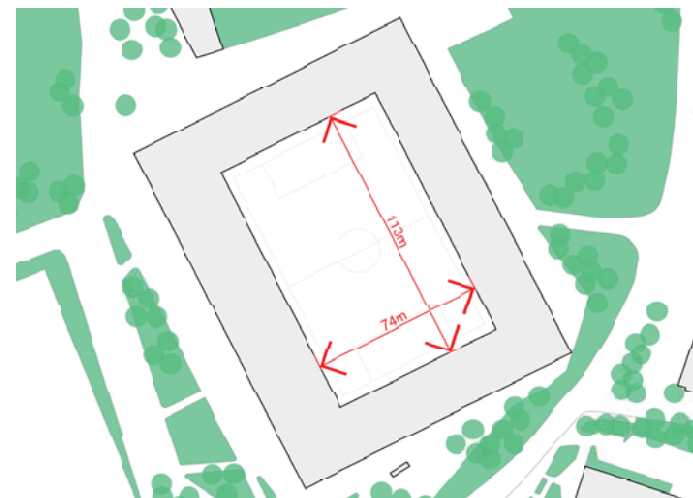
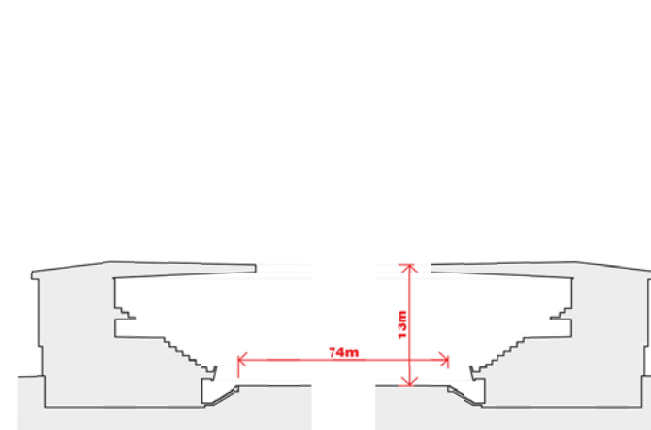
In order to understand the scale of the proposed Stadium neighbourhood, a series of studies was undertaken to compare and benchmark the proposed Northfleet Harbourside Stadium to that of the best in class examples. The examples shown are built on constrained plots with very similar capacity and scale requirements.

This understanding was then used to incorporate the best possible proportions in the design of the Stadium Neighbourhood.

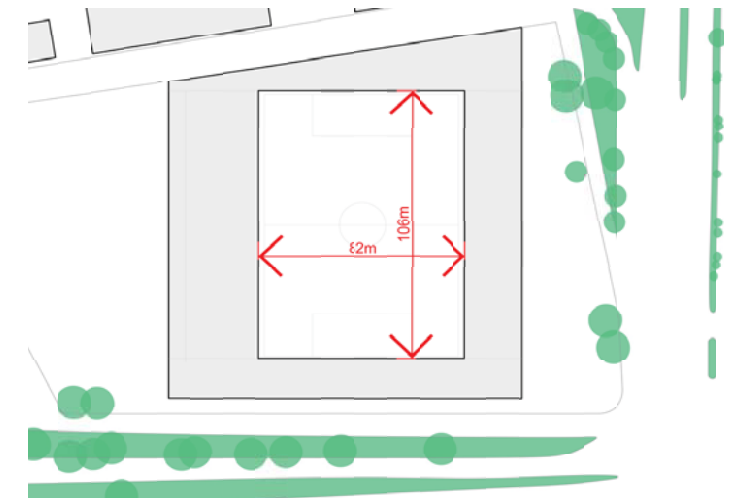
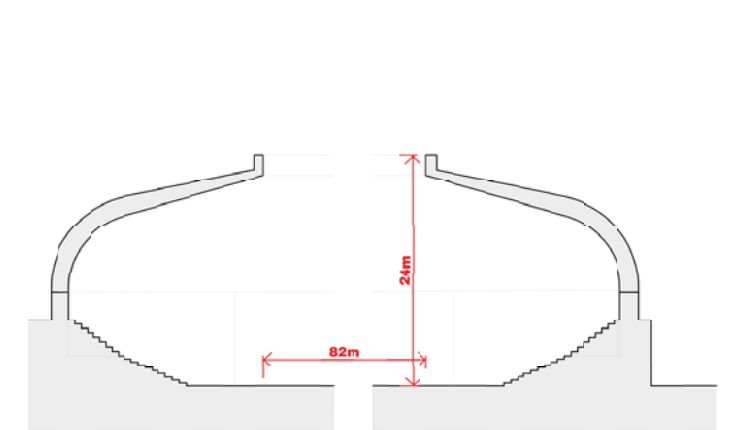
**Ebbfleet United Proposed Stadium**



**Lausanne Football Stadium, CH**



**Hidegkuti Nandor Stadium, Budapest, HU**





## 5.2.3 Stadium Layout

### Illustrative Stadium Layout

Within the Illustrative Masterplan The Stadium lies at the centre of the proposed development, located at the existing position of the Ebsfleet football club. The illustrative layout of this neighbourhood connects with the local context, residents and heritage of the site both in a physical and metaphorical way.

Understanding that single-use development doesn't provide a sustainable solution for twenty-first century masterplanning; The Stadium Neighbourhood brings together multiple uses under the umbrella heading of a 'Stadium'; being capable of hosting a range of events.

This approach not only optimise the use potential of the neighbourhood but also ensures a multiplicity of use times, ensuring its active use outside of match dates.

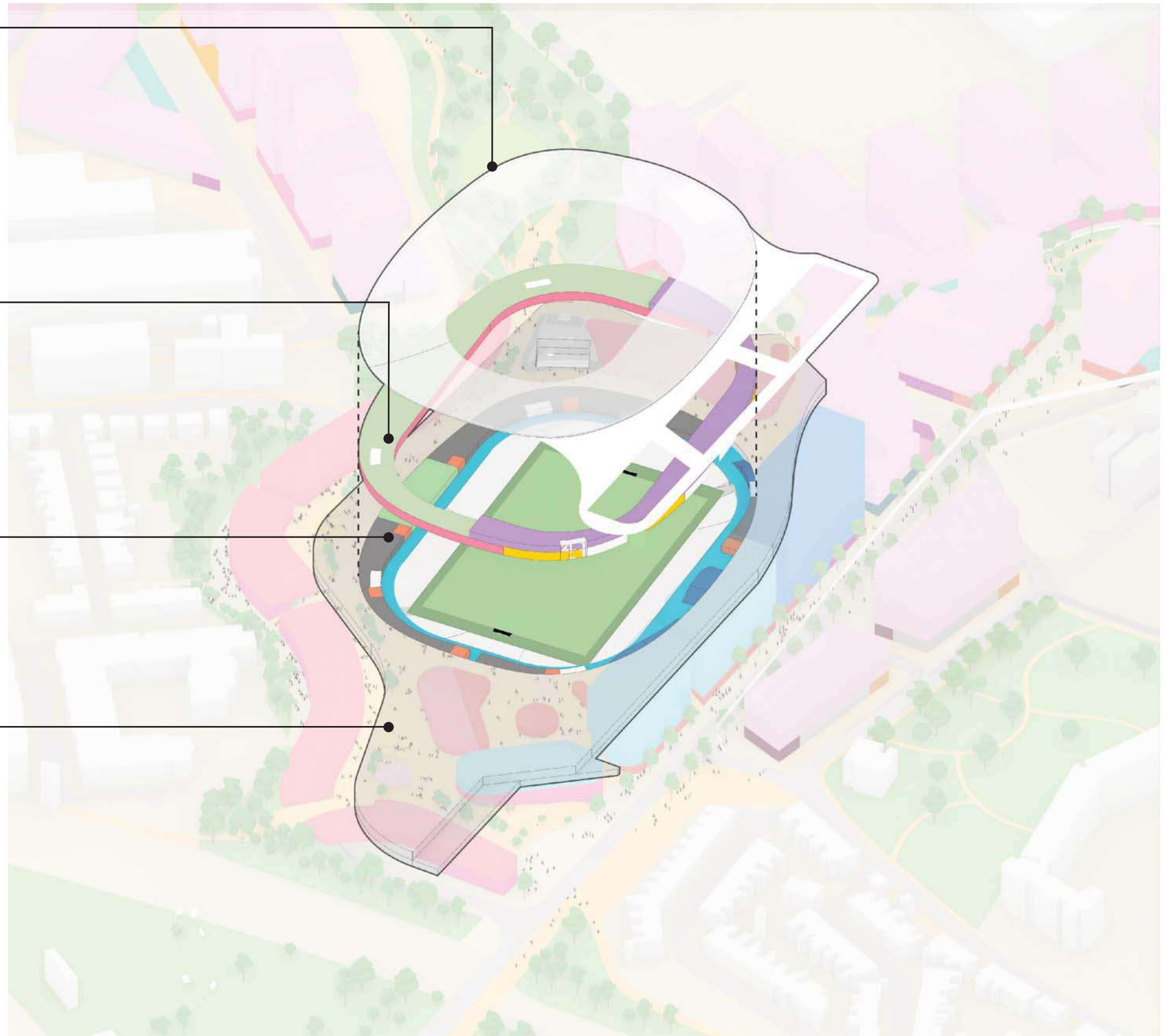
Please refer to *Design Code Chapter D Detailing the building - 9.2 Stadium Layout & Access*

The **roof** of the stadium reaches out to create a canopy over the entrance to the stadium neighbourhood to the east along the boulevard. The roof creates a feature that can be seen from a distance while hidden within the marketplace neighbourhood.

The **L02 (Podium Level)** is predominantly made up of retail functions to the west, food and beverage and circulation to enter the stadium from the L00 to the east of the stadium neighbourhood.

The **L01** floor is majority car parking with the stadium itself wrapped in conference, media, F&B and circulation.

The **ground floor** of the Stadium Neighbourhood is primarily given over to the football pitch, stadium seating and Parking, below the sprawling public realm podium. Peripheral functions on the ground floor are included to serve the immediate context and ensure the street adjacent functions appropriately reflect that of a public-facing street front.





## 5.2.4 Stadium Access

### Illustrative Stadium Access

The stadium, placed at the centre of the development acts as one of the key buildings from which routes across the entire masterplan are derived.

Primarily vehicular and pedestrian access routes within The Stadium Neighbourhood are prioritised.

The introduction of the podium at Level 02 creates a new public realm level on which only pedestrian accessibility is permitted, layering the ground floor/ first floor vehicular arrival with that of the pedestrian podium arrival ensures both modes can occur without interference.

Please refer to *Design Code Chapter D Detailing the building - 9.2 Stadium Layout & Access*

#### Internal Access

Internally, four cores at each corner and the internal circulation spaces allow for vertical movement within the building, across the internal functions and between the car parking spaces and the stadium spaces.

#### Public Access

Public access (on foot, by bicycle and bus transport) is situated along the boulevard street. From here the public move up onto the podium via access stairs located between the buildings of the boulevard and then have access immediately into the stadium from the podium level.

#### Car/ Bicycle/ Team Access

Access for cars, bicycles and team transport happens within the car parking levels of L00 and L01 underneath the podium level on L02. Disabled access will be placed on L01 to ensure safe and efficient access from car parking to the stadium.





# 5.2.5 Stadium Use and Areas

## Illustrative Stadium Use and Areas

The Stadium is designed to be the central public and pedestrian link between all parts of the proposed masterplan sitting at the arrival point on the site and also forming the new home for the existing Ebbsfleet Football Club and its supporters.

The Stadium Neighbourhood contains multiple uses across four levels. The floors below the podium at L02 are designed to contain car parking and more 'inward' looking programme. While the uses within L02 and L03 focus on the public and more 'outward' facing programme of the building such as retail, food and beverage offerings and stadium related functions.

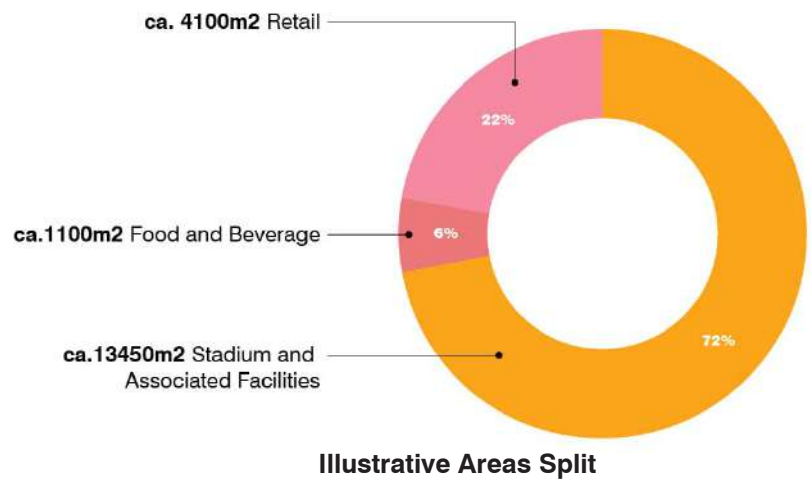
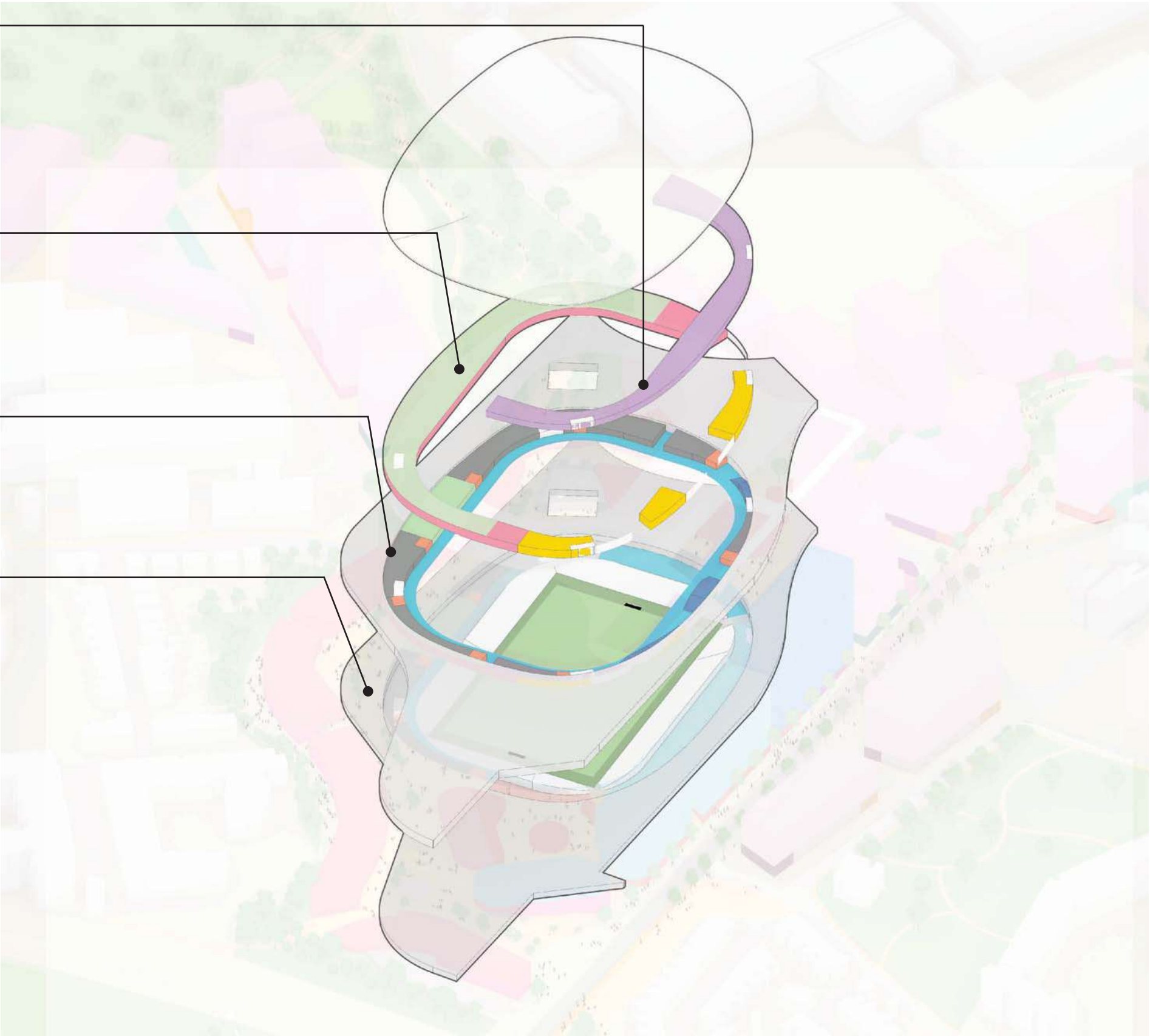
Please refer to *Design Code Chapter D Detailing the building - 9.2 Stadium Layout & Access*

**Floor 03;**  
Stadium Boxes  
Working Suites  
Covered Terraces  
Viewing Platform

**Floor 02(Podium Level);**  
Retail space  
External and Internal Food and Beverage  
Circulation

**Floor 01;**  
Conference/ Media  
Food and Beverage  
Function rooms  
Circulation

**Ground floor;**  
Stadium Seating  
Changing rooms,  
Medical functions  
Gym and fitness  
Back of House  
Parking + Cores





## 5.2.6 Stadium Design Intent

### Stadium Design Intent and Materiality

#### Design Intent

The stadium, placed at the centre of the development acts as one of the key buildings from which routes across the entire master-plan are derived.

1. Roof; The stadium roof should be visible to a user and iconic in such a way which gives focus and identity to the stadium.
2. The primary Structure and Facade of the stadium will be functional, tactile and human in its design.
3. Clear moments of 'difference' such as public realm, way finding or programme will be intentionally contrasting in its material expression compared to that of the relative uniformity of the rest of the stadium design.

4. Facade, where the façades of the stadium neighbourhood and marketplace neighbourhood come to meet one another there will be a clear distinction in the facade expression to ensure the marketplace experience retains its own individual customer experience journey.

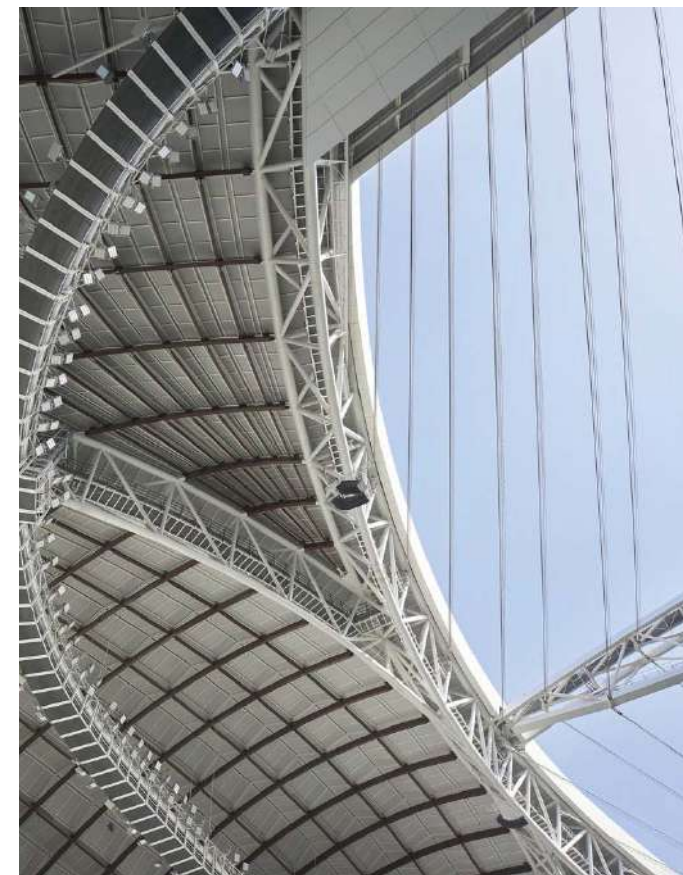
Please Refer to Design Code *Chapter D - Detailing the building; 9.3 Stadium Elements*

#### Materiality

The material ambitions for the stadium focus on three major topics.

1. The roof in its form, material and detail will be iconic, expressive and contribute wholly to the cohesive design language for the entire stadium.
2. The primary structure and facade of the stadium will be functional, tactile and human. The specification of materials should contribute to the overall design language of the stadium, be humanistic and inspire inclusiveness.
3. The accent palate is used in very specific places in order to draw attention to certain programmatic, public realm or wayfinding interventions within the Stadium.

Structure and facade Please Refer to Design Code *Chapter D - Detailing the building; 9.4 Stadium Design Palate*





# 5.3.1 The Marketplace

## Introduction

The Marketplace is located at the south of the site and extends around the perimeter of Ebbsfleet Stadium creating a mixed-use retail-led experience within. This area creates a key arrival gateway for different users and experiences as well as forming the main community edge addressing both new and existing Northfleet residents.

The Marketplace design provides a series of different spatial and built form characters that relate to the retail and community-led activities. Architectural design should take inspiration primarily from the industrial heritage and character of this area. The built form retail-edge provides for a contemporary designed frontage that interfaces with the public realm. The design code provides guidance on scale and massing, materials and spatial arrangement for the Marketplace. The community edge -western frontage- of this area implements a design which responds to residential edges but addresses the level changes from ground to podium. It should also provide a similar character of this historical inspiration.

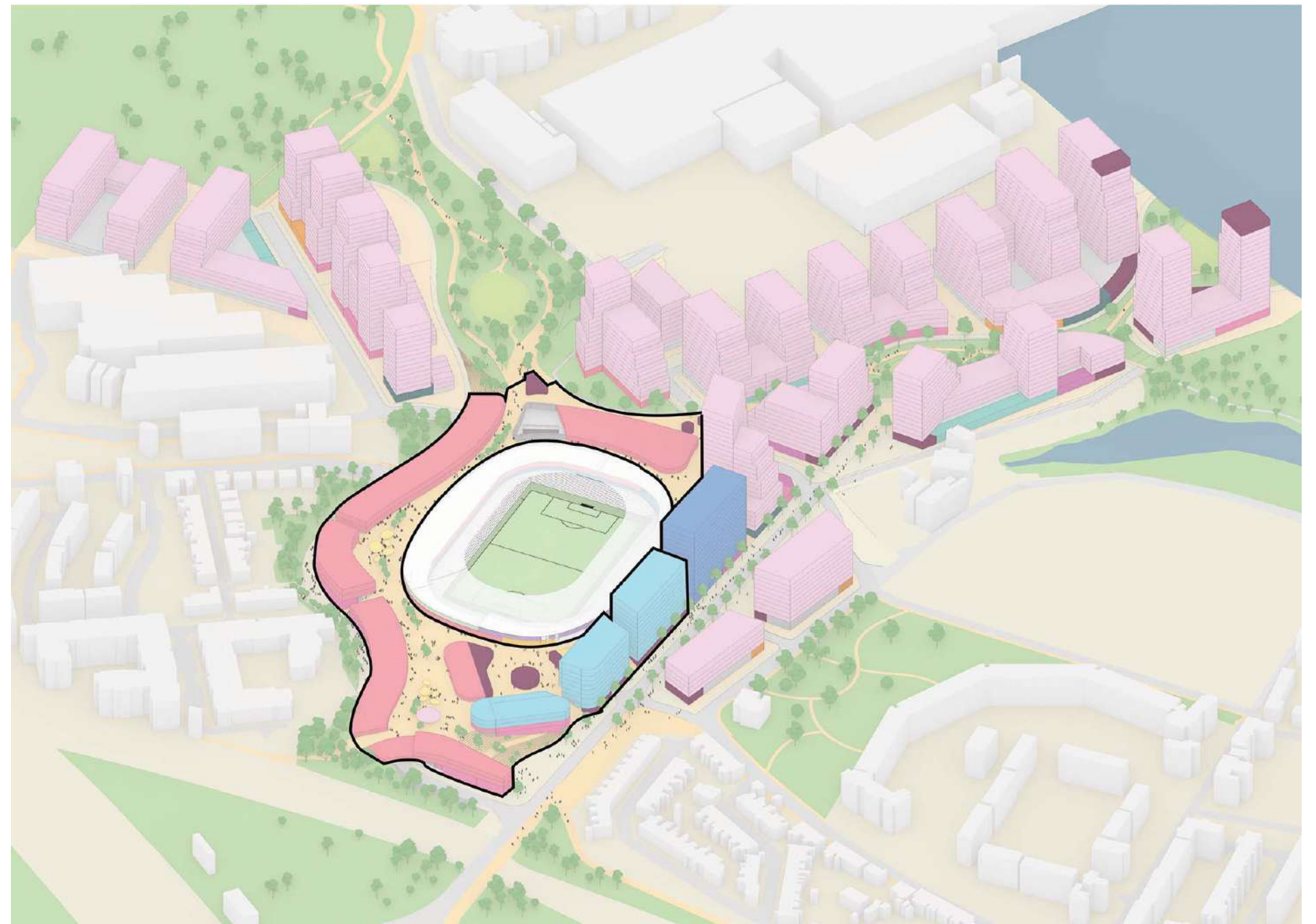
The architectural response considered across multiple levels ensuring that the design is responsive to both the inward and outward-facing

environments and that the integration of the podium is seamless and inclusive. Active travel is carefully integrated ensuring that pedestrian, cycle and mobility movements are easily accommodated across the podium and the community edge.

Visible vehicular movements are minimised through the integration of the road beneath the podium. Servicing routes are concentrated along this road and within the podium where possible.

The main entrance feature building height and massing gradually increases east along the Boulevard ensuring that the initial street character is relatable and in keeping with the existing buildings around Galley Hill and Railway Street.

The Marketplace should be an inspiring and exciting area giving residents of Northfleet and visitors a new destination in the heart of their town. References in the form of material choices, landscape heritage and industrial activities should be captured in the language of architecture and public realm design which helps to create a sense of place for the community already forged within the area.





## 5.3.2 The Marketplace

### Scale Comparison

In order to understand the scale of the proposed marketplace a series of studies was undertaken to compare and benchmark the proposed Northfleet Harbourside marketplace to that of the best in class examples from the UK.

Ashford Designer Outlet shows an example of a curved outlet centre with a very similarly varied public realm spacing.

Bicester Village provided an excellent example of a retail outlet which successfully achieves a village-like proportion in its architectural layout.

An understanding of these benchmark examples was then used to incorporate the best possible proportions in the design of the marketplace.

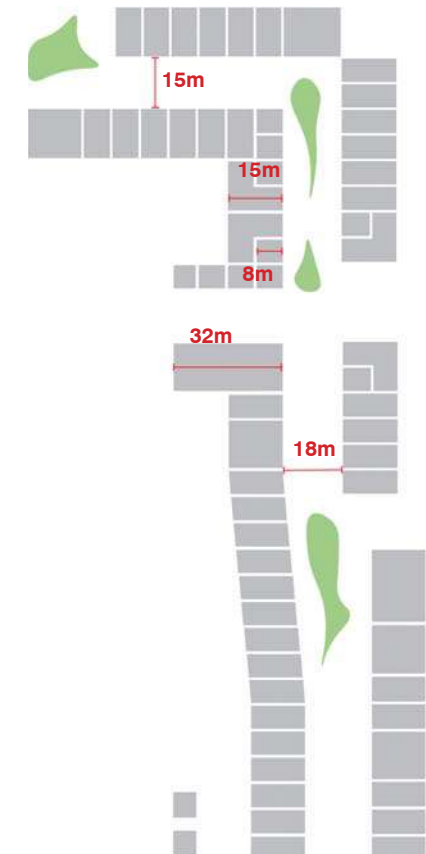
Northfleet Harbourside proposed marketplace



Ashford designer outlet - Ashford UK



Bicester Village - Oxfordshire UK





## 5.3.3 The Marketplace

### Illustrative Layout

The marketplace is a vibrant, mixed use zone surrounding the central stadium and responding to different edge contexts.

On every level active frontages are prioritised ensuring that the development is outward facing, inspiring and welcoming at all times of day.

As shown adjacent there are three main levels to the marketplace; Ground and first floor, podium level and above podium. Each of these levels is designed to seamlessly interact whilst responding to the different communities and user groups within and surrounding the site.

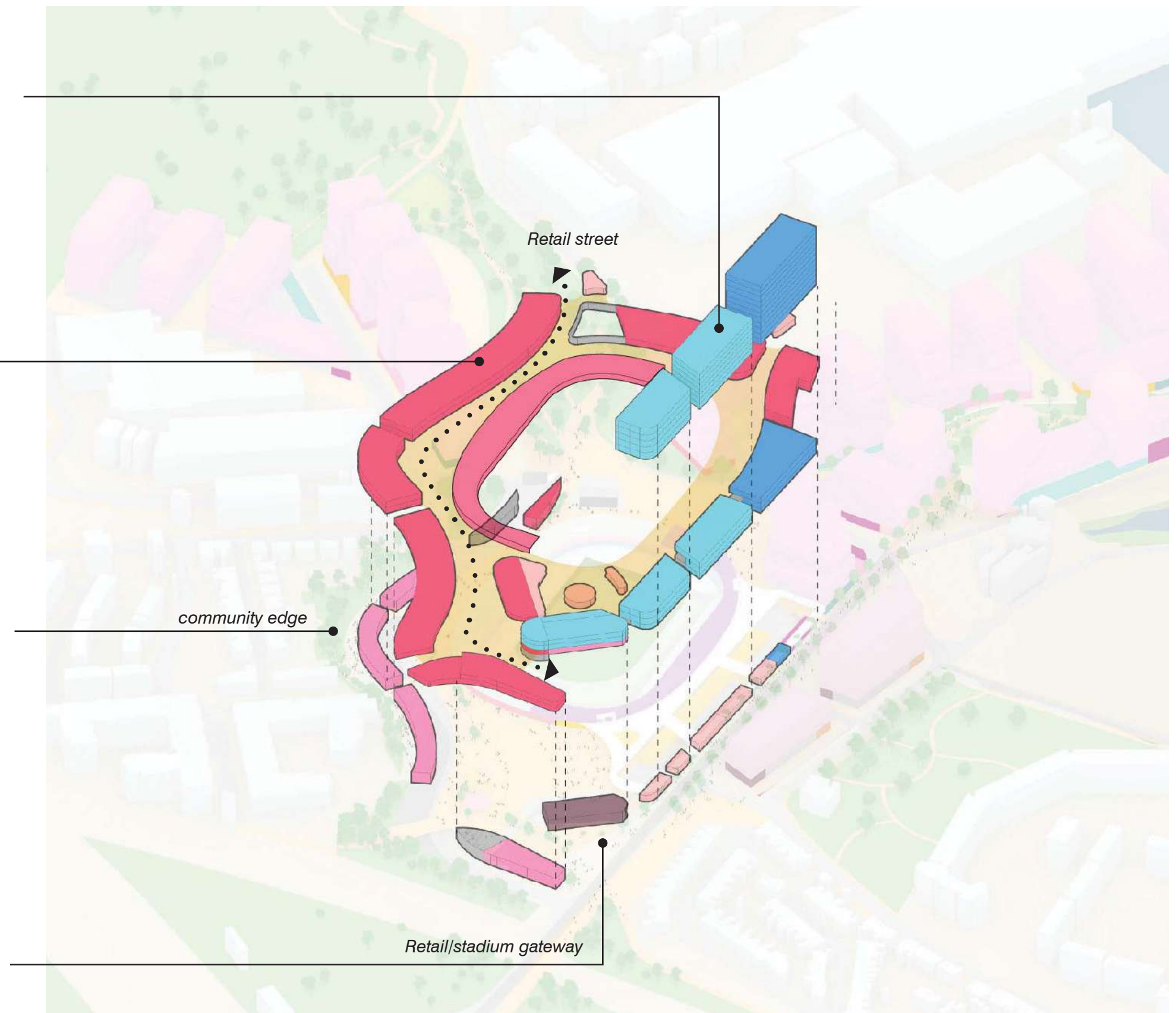
Please refer to *Design Code Chapter D Detailing the building - 9.3 Marketplace*

**Above podium** - The commercial & hospitality buildings rise above the to accommodate office workers and tourists who will visit the marketplace alongside Northfleet residents.

The **L02 (Podium Level)** provides the main retail experience for the visitor. Centred around a single 'street' the retail use creates an immersive environment structured around expanding and contracting public realm zones. A small number of double storey retail structures are included to provide variety and interest within the massing as well as providing additional space for retail units

The **ground and first floor** of the marketplace creates an active, outward facing edge to Northfleet itself relating to two different edge conditions; the community edge to the west and the retail/stadium gateway to the south. Uses vary between these areas with the community edge housing community infrastructure with interspersed retail units and the retail/stadium gateway providing mixed use SME/retail hub.

The remaining space underneath the podium houses the covered roadway, parking provision and ground level of the stadium.





## 5.3.4 The Marketplace

### Illustrative Access

The marketplace is a largely pedestrian zone with cars facilitated only along the covered roadway or across the harbourside plaza shared surface. The community and commercial edges prioritise cycle ways whilst podium level is an entirely pedestrian zone.

This separation creates a clear focus on active, sustainable travel methods and ensures that more onerous traffic such as Heavy Goods Vehicles are removed from the daily experience insofar as possible.

Please refer to *Design Code Chapter D Detailing the building - 9.3 Marketplace*

#### **Pedestrian access**

Pedestrian access is facilitated along the community edge as well as on top of the podium with a variety of steps, ramps and lifts providing vertical circulation to the upper levels. All access points will be Part M compliant as set out within the design code.

#### **Cycle ways**

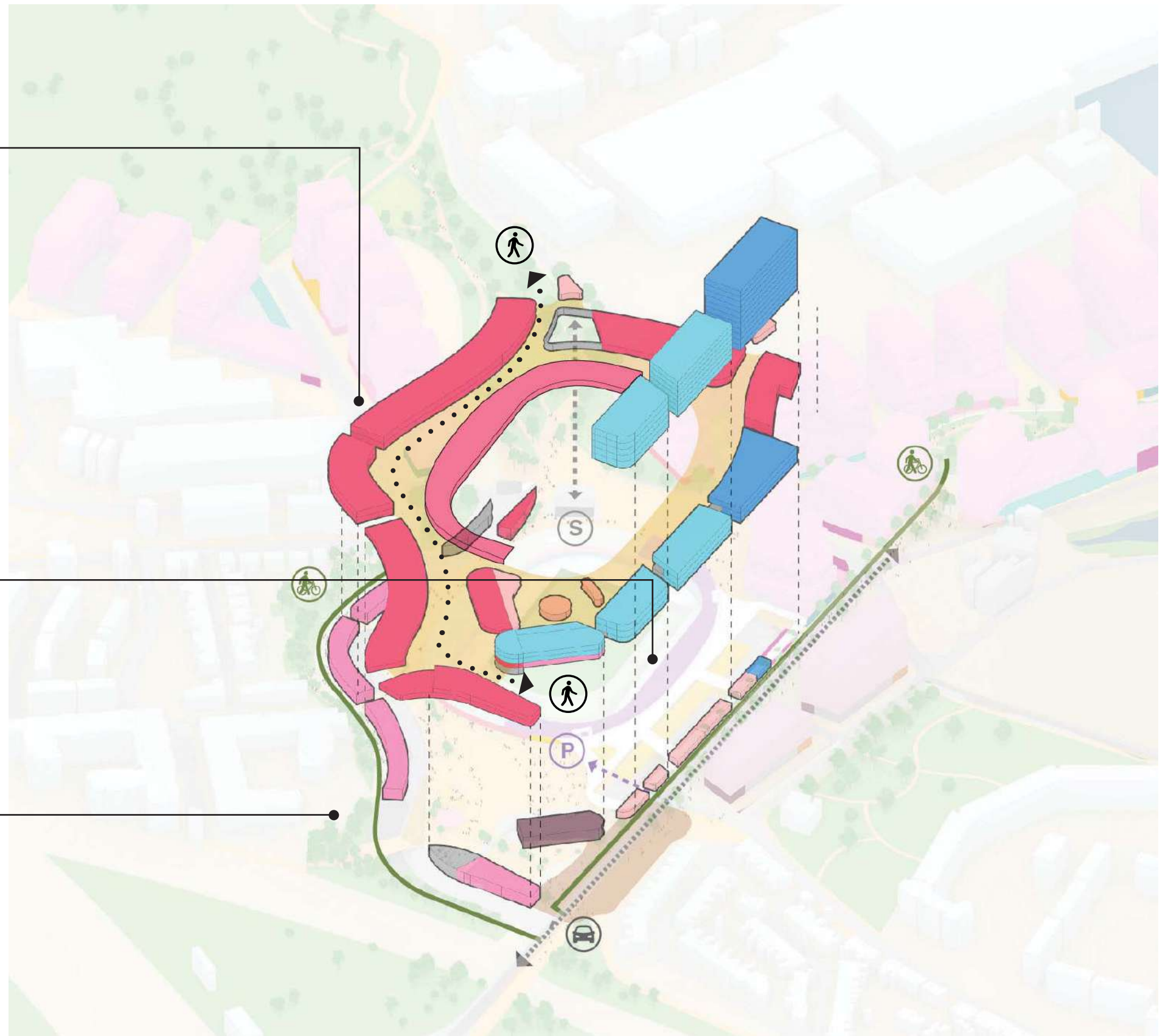
A generous cycleway is provided along the community edge and along the boulevard leading from the main gateway to the power park and river walk. Mounted cyclists are not permitted atop the podium in order to preserve the safety of pedestrians and shoppers within the area.

#### **Vehicular Access**

The main tunnel is designed to accommodate all heavy goods vehicles aiming to contain and eliminate the majority of pollutants and debris. The shared surface access will require cars to slow significantly in order to enter the Boulevard area, the podium car park and/or Northfleet town itself.

#### **Parking & Servicing**

Parking for the marketplace will be accommodated around the stadium on the first and second levels and servicing will also be facilitated in this zone. Vertical cores will convey people and goods to podium level.





# 5.3.5 The Marketplace

## Illustrative Use and Areas

The Marketplace is designed to be a multi-functional, flexible zone capable of adapting to different situations and user groups.

The Marketplace Neighbourhood contains multiple uses across four levels with the commercial and hospitality uses rising higher to provide the required spatial quantum.

The proposal is designed to look outward and become an integral part of Northfleet itself providing everything from community facilities to local workspace retail space on its edge.

The main retail street is the only inward facing element creating a singular experience which will draw people to the area and the facilities beyond.

**Floor 03 & above;**  
Retail mezzanine  
Commercial  
Hospitality

**Floor 02(Podium Level);**  
Retail space  
Food & Beverage  
Commercial entrances  
Hospitality entrance

**Floor 01;**  
Community facilities  
Commercial  
Hospitality  
Parking & Cores

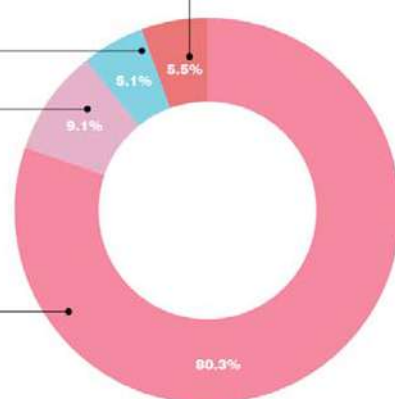
**Ground floor;**  
Community facilities  
Cafe/ F&B  
Commercial entrances  
Hospitality entrance  
Community retail  
Back of House  
Parking + Cores

ca. 1100m<sup>2</sup> Food and Beverage

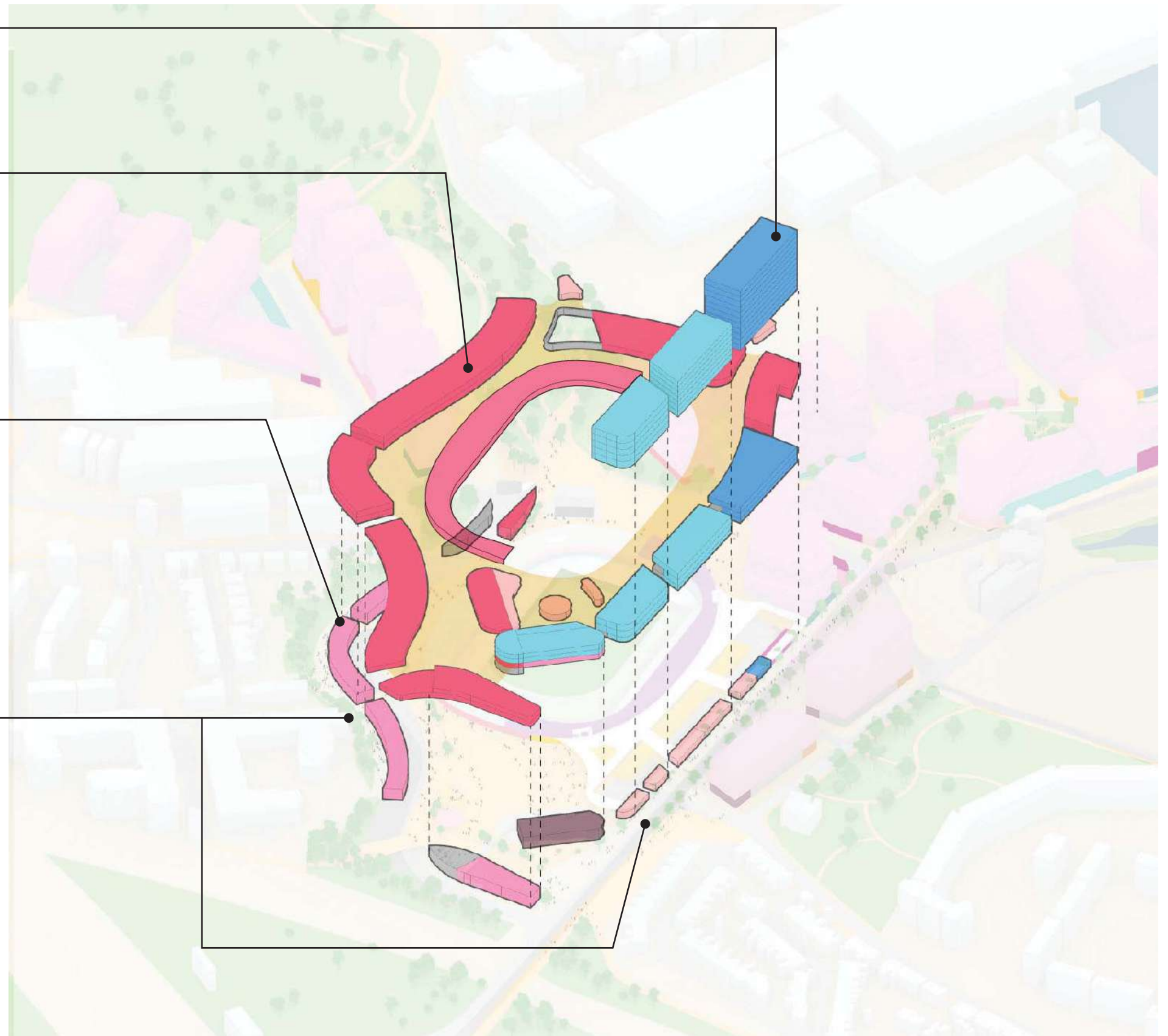
ca. 1000m<sup>2</sup> Office

ca. 1800m<sup>2</sup> community

ca. 15,900m<sup>2</sup> Retail



Illustrative Areas Split





# 5.3.5 The Marketplace

## Design Intent and Materiality

### Design Intent

The marketplace exhibits three different elevation character areas each reflecting their individual settings; the retail edge, the harbourside gateway and the community edge.

The **retail edge** is a low scale, contemporary interpretation of industrial design which exhibits a constantly repeating form to reflect individual units.

**Harbourside gateway** exhibits its own individual character designed to link the design of the retail edge with that of the commercial buildings along the boulevard. It's design is industrial but on a larger scale.

Lastly the **community edge** combines industrial principles with a more natural aesthetic integrating inspiration from both the landscape and built form

of Northfleet.

With the exception of the commercial and hospitality buildings the parameters for the Marketplace are largely low scale rising from 3 to 5 storeys high. Its intention is to provide a lower scale buffer between the existing residential buildings surrounding the site and the higher massing which rises along the Boulevard.

The community edge varies between up to 3 or 4 storeys to reflect the existing buildings around Galley Hill whilst the Harbourside Gateway rises up to 5 storeys to provide a recognisable marker to the main entrance and exit. Heights within the marketplace are generally limited in deference to the presence of the overhead power lines.

### Materiality

The material ambitions of the marketplace varies in accordance to each character area

The **retail edge** utilises a modern interpretation of industrial materials combined with a consistent base palate, repetitive fenestration and coherent signage to form one aesthetic which relates to the industrial heritage of the site.

The Harbourside Gateway exhibits a material gradient which mediates between the industrial character of the retail edge and the residential character of the Boulevard.

The community edge utilises a more natural palate, drawing inspiration from the existing context of Northfleet, its buildings and its natural environment.

Structure and facade Please Refer to Design Code Chapter D - Detailing the building; 9.4 Stadium Design Palate





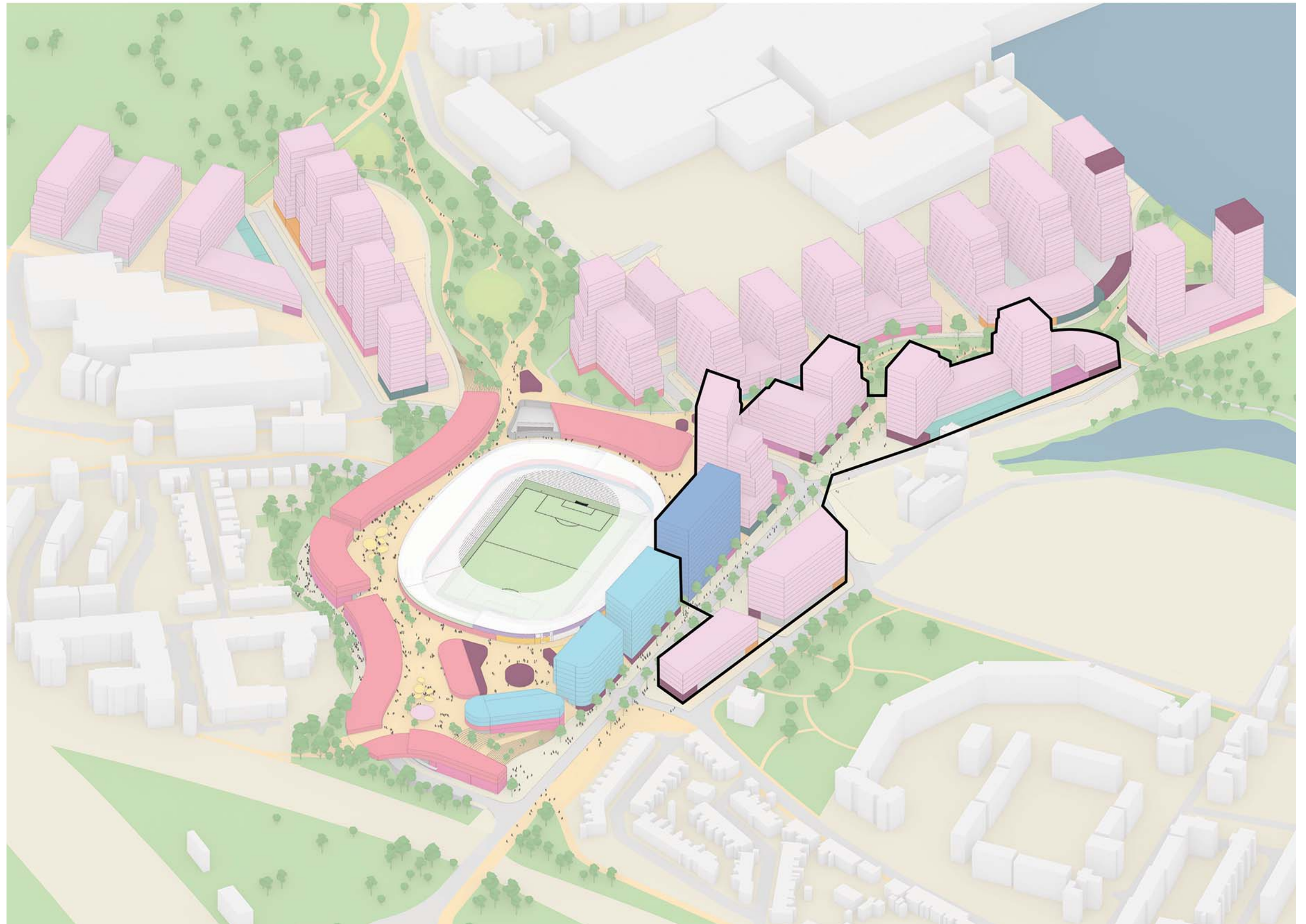
## 5.4.1 The Boulevard

### Introduction

Located along the east boundary of the site, Boulevard Neighbourhood will provide a dynamic & multi-functional neighbourhood for the local community inside and outside the Northfleet development.

With proximity to Robins Creek and Grove Road Woodland; the public realm is the key element of this area.

Connecting the Market Place with the Riverside, this neighbourhood creates a unique sense of place for residents and visitor.





# 5.4.2 The Boulevard

## Scale Comparison

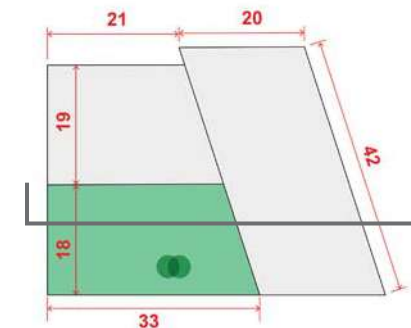
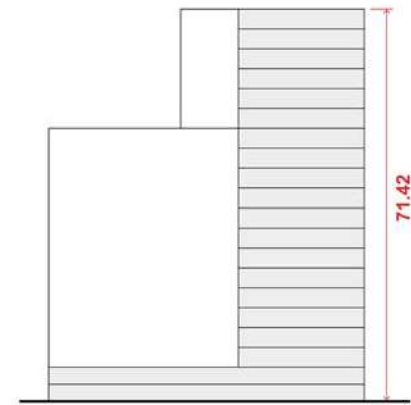
To understand the scale of the proposed residential block within the Boulevard Neighbourhood, a comparison analysis of constructed schemes from the UK was undertaken.

Embassy Garden development has similar building heights to the proposed scheme which complement the overall urban set.

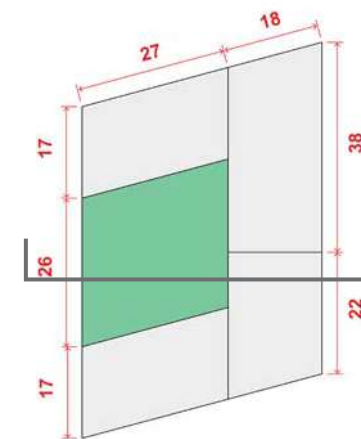
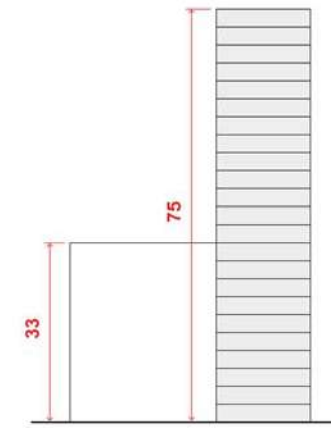
The Bentham House also shows similar example of building heights as well as the podium configuration as a base element for the urban block.

The presented schemes were considered as successful benchmark examples to be incorporated in the proposed development.

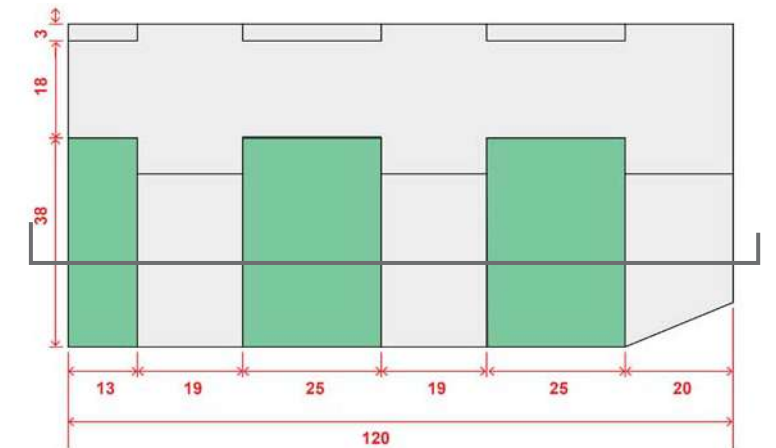
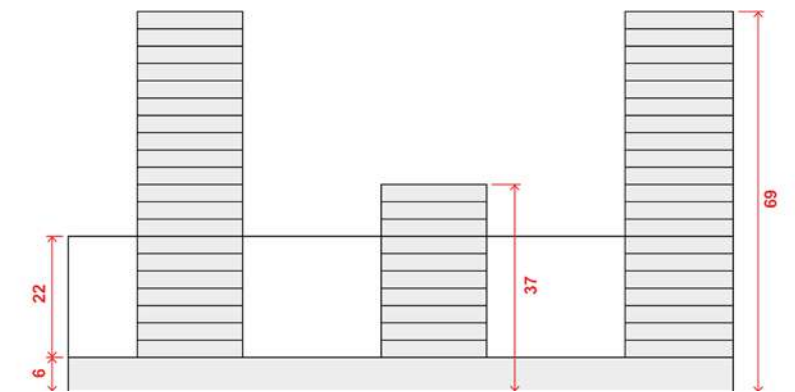
**Proposed Urban Block**



**Embassy Gardens, UK**



**Bentham House, Woolwich, UK**





## 5.4.3 The Boulevard Neighbourhood

### Illustrative Layout

The illustrative layout of this neighbourhood consist of six mixed-used urban blocks and one hotel building.

The hotel and one of the urban block are part of the transition section between the elevated podium and boulevard street.

Boulevard Street provides an important pedestrian link which contributes immensely with the visual engagement between ground floor and public realm.

#### Typical Levels

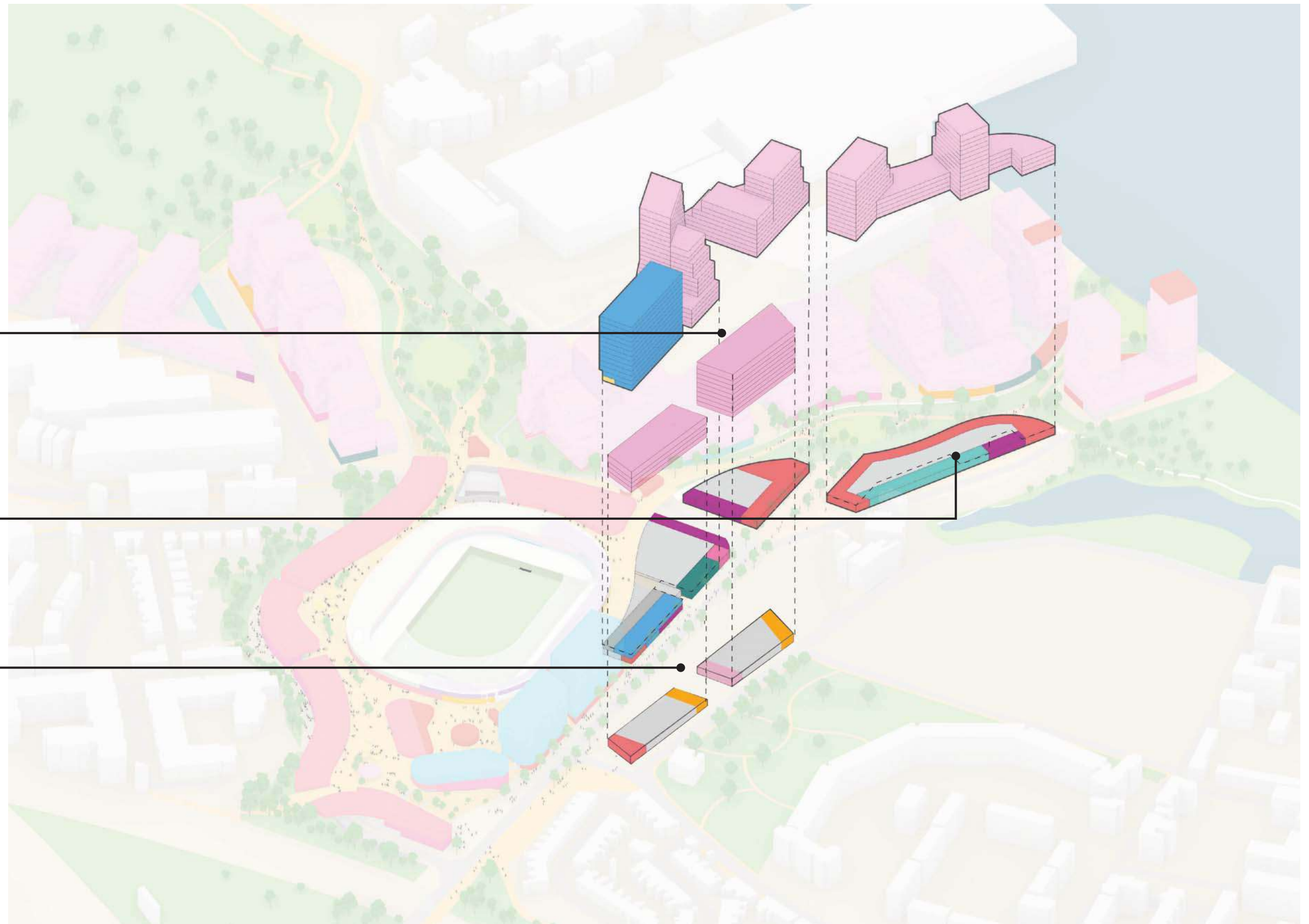
- Key relationships between blocks and critical dimensions are set in Design Code document

#### Courtyard/ Podium Level

- Sunlight/ Daylight were taken into account regarding location and orientation for courtyards and podium

#### Ground Floor

- The ground floor of this neighbourhood is outlined by the existing site line as well as the boulevard street
- Majority of the ground floor facade have active frontage.





## 5.4.4 The Boulevard Neighbourhood

### Illustrative Access

Boulevard Neighbourhood has all the urban blocks located along the Boulevard Street which is the primary access to this character area.

- Pedestrian Access
- ➡ Vehicular Access
- ▬ Parking Area
- Residential
- Medical / Health
- Community
- Sports / Fitness
- Local Services
- Crèche / Nursery
- Food / Beverage
- Hotel

#### Residents Pedestrian Access

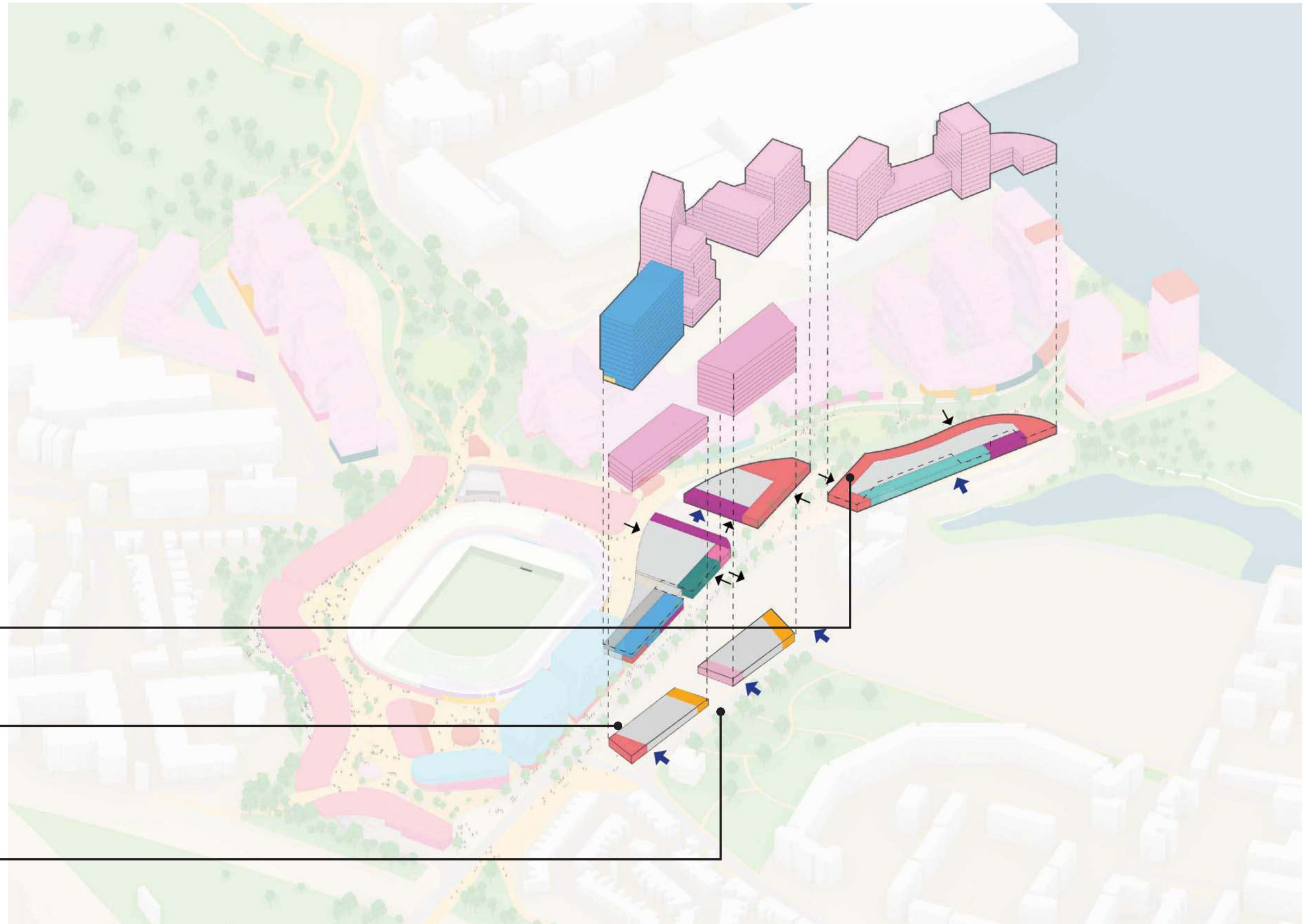
Access to the residential  
Lobbies are from ground floor level

#### Commercial Units

All commercial units within this  
neighbourhood are accessible  
from the street only

#### Vehicular route to Car Park

Access to the podium parking  
are from Boulevard Street and  
Grove Road





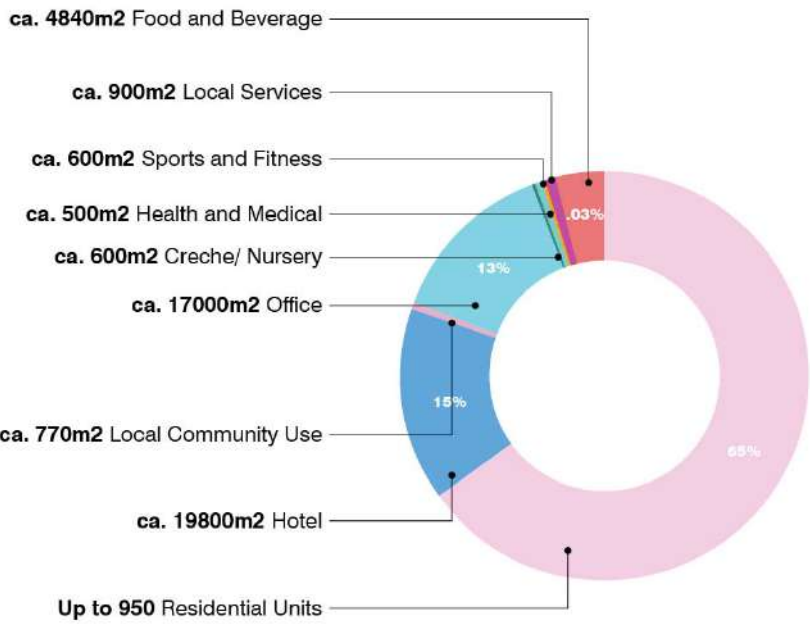
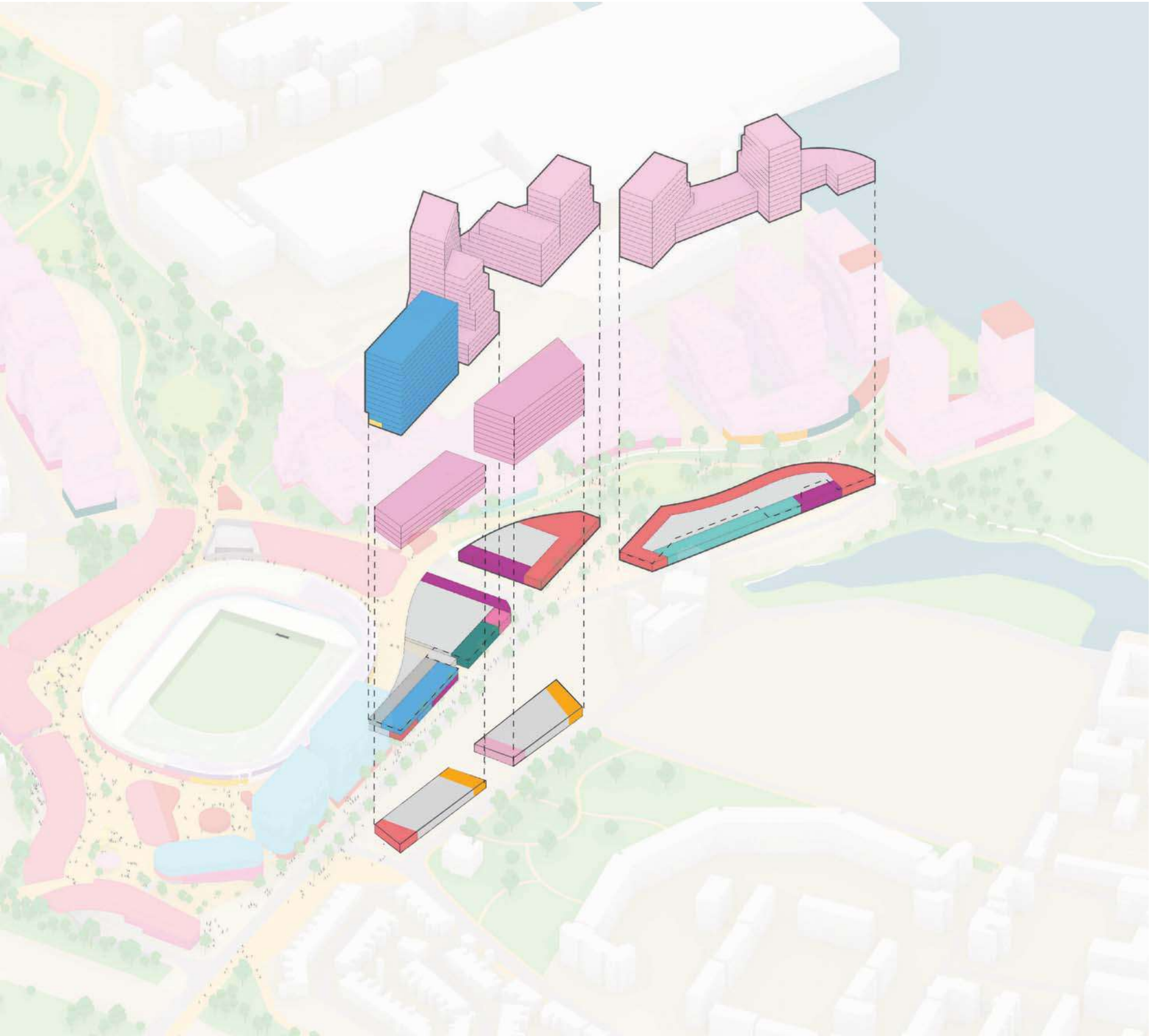
# 5.4.5 The Boulevard Neighbourhood

## Illustrative Use and Areas

- Parking Area
- Residential
- Medical / Health
- Community
- Sports / Fitness
- Local Services
- Creche / Nursery
- Food / Beverage
- Hotel

**Top Floors;**  
Hotel  
Residential Apartments

**Ground floor;**  
Hotel  
Local Service  
Crèche  
Community Function  
Food/ Beverage  
Sports/ Fitness  
Medical/ Health Function  
Retail



Illustrative Areas Split



## 5.4.6 The Boulevard Neighbourhood

### Design Intent and Materiality

#### Appearance

The neighbourhood characterisation was inspired by the painting *The Fighting Temeraire* by Joseph Mallord William Turner

The theme colours have been extracted also from the art expression which exhibit a dominant colour with variations.



#### Materiality

A residential neighbourhood characterised by crafted brick work elements and detailed with rich architectural features forming a cohesive vernacular that is more unique and intimate in scale.

For detail information, refer to Design Code *Chapter D - Detailing the building*





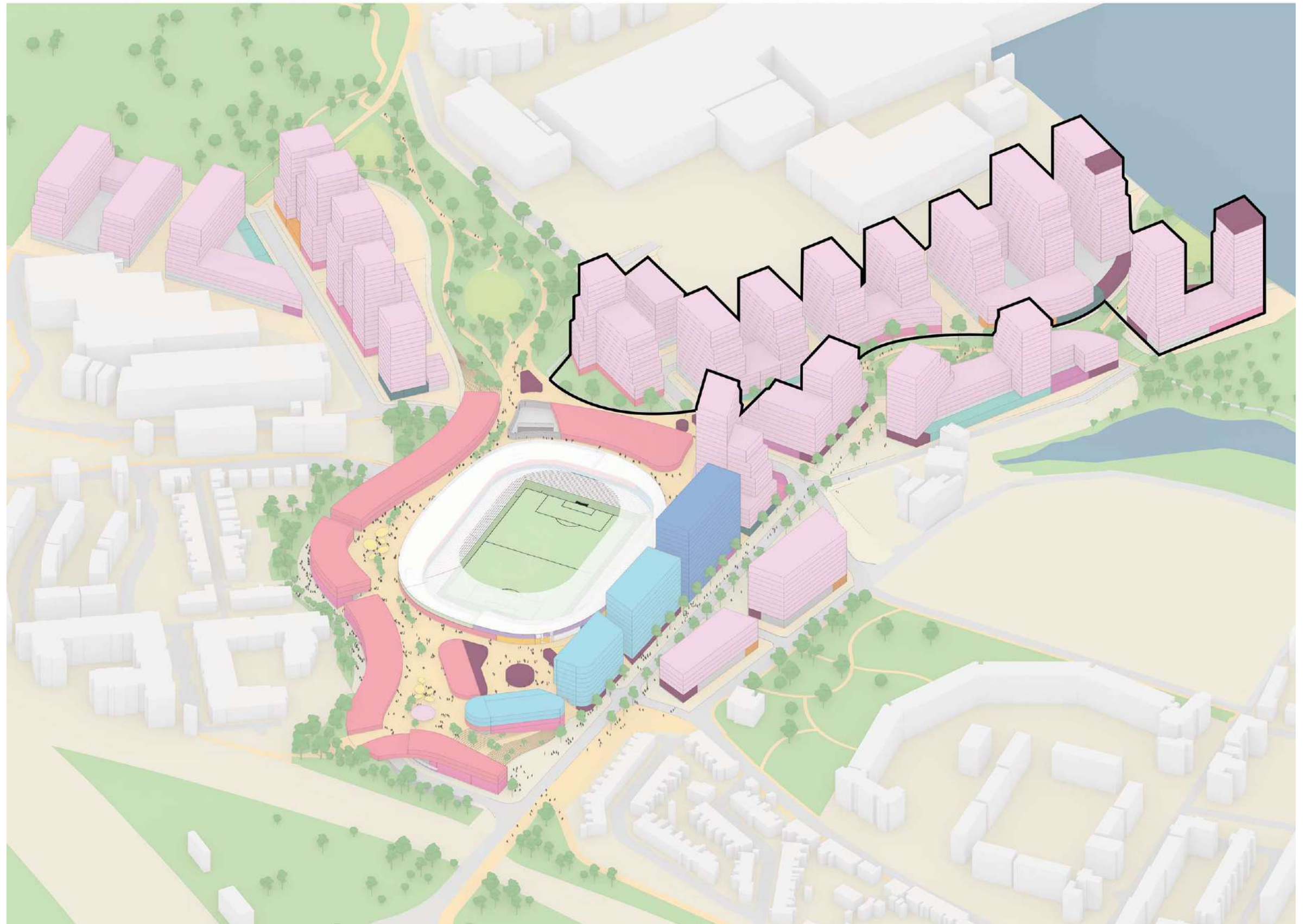
## 5.5.1 The Riverside

### Introduction

With a beautiful promenade as a focal point, Riverside Neighborhood will promote an accessible and enjoyable connection from the new stadium to River Thames.

Approximately 150 m of waterfront, residents and visitors will be able to appreciate the view and the public realm enhanced by the landscape and cafés/bars.

Along with the astonishing riverside gardens, the residential urban blocks at the northern edge of the path will complement the sense of community created by the active frontage and surroundings.





# 5.5.2 The Riverside

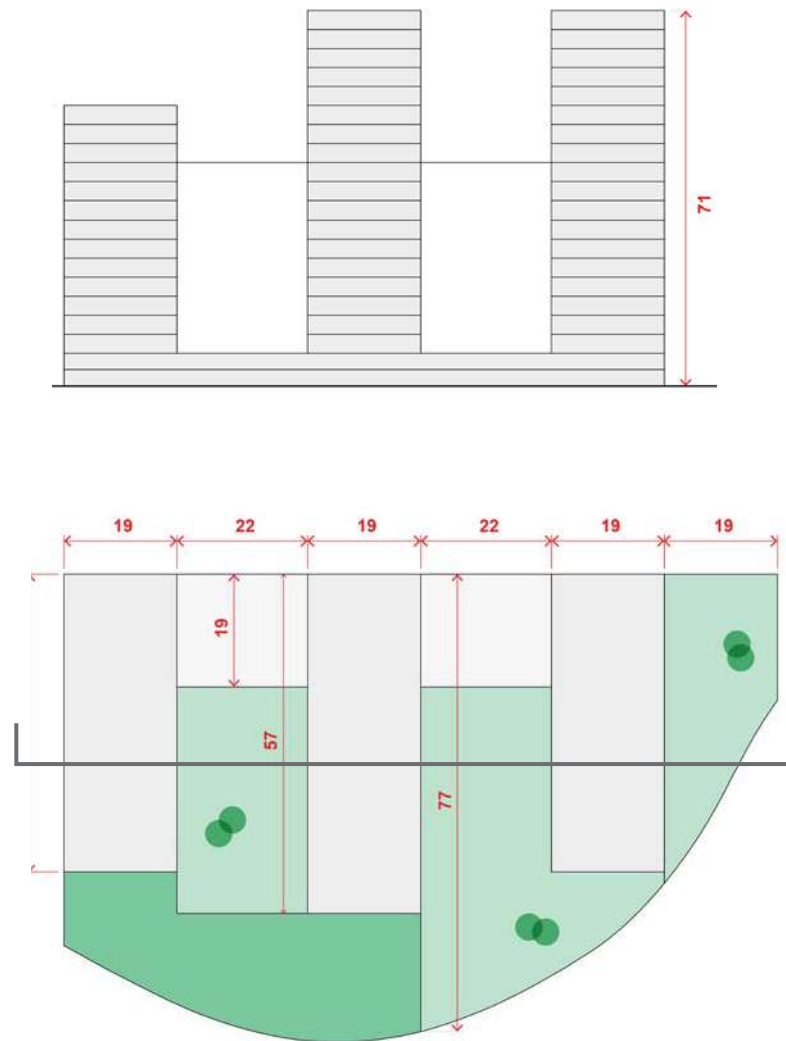
## Scale Comparison

To understand the scale of the proposed residential block within the Riverside Neighbourhood, a comparison analysis of constructed schemes from the UK was undertaken.

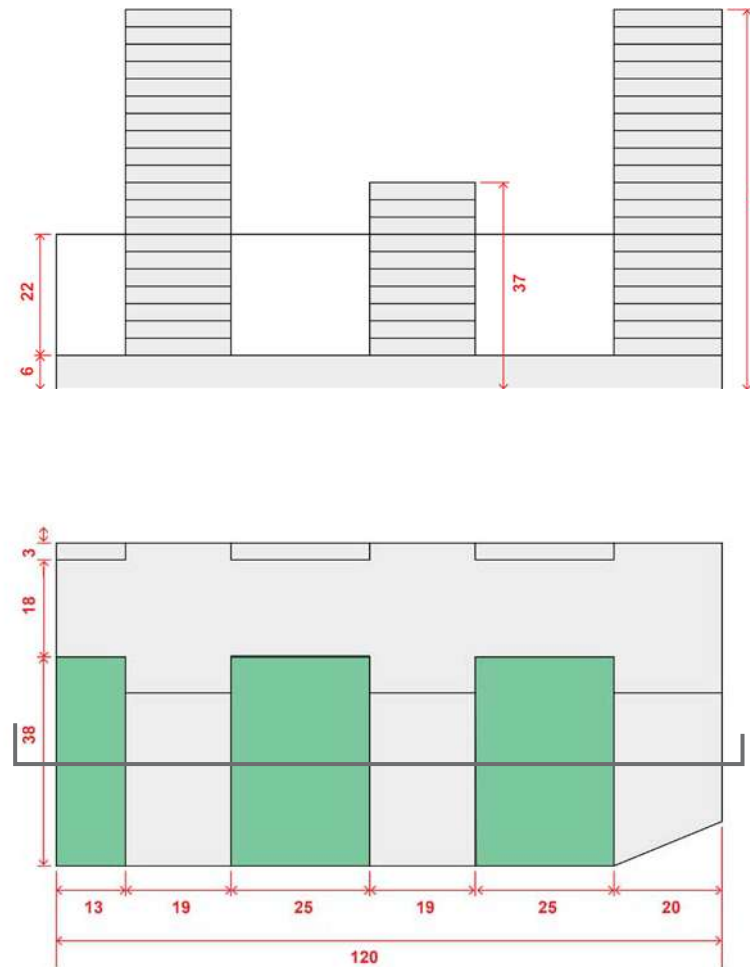
Both Bentham House and Larkin House provide a great example of high dense urban block above podium. The distance between buildings are also an excellent precedent.

The presented schemes were considered as successful benchmark examples to be incorporated in the proposed development.

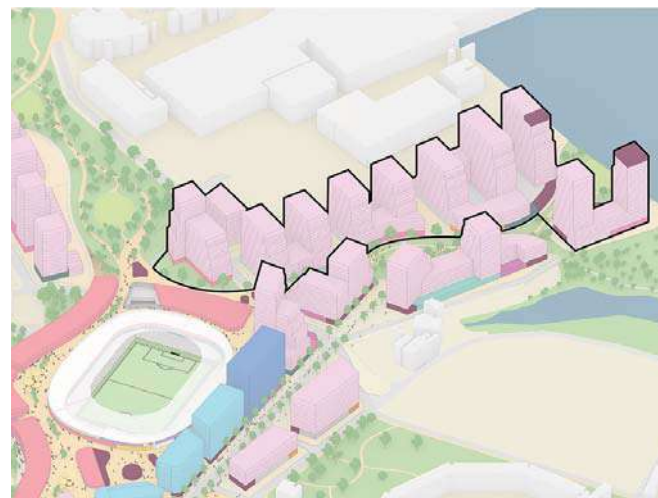
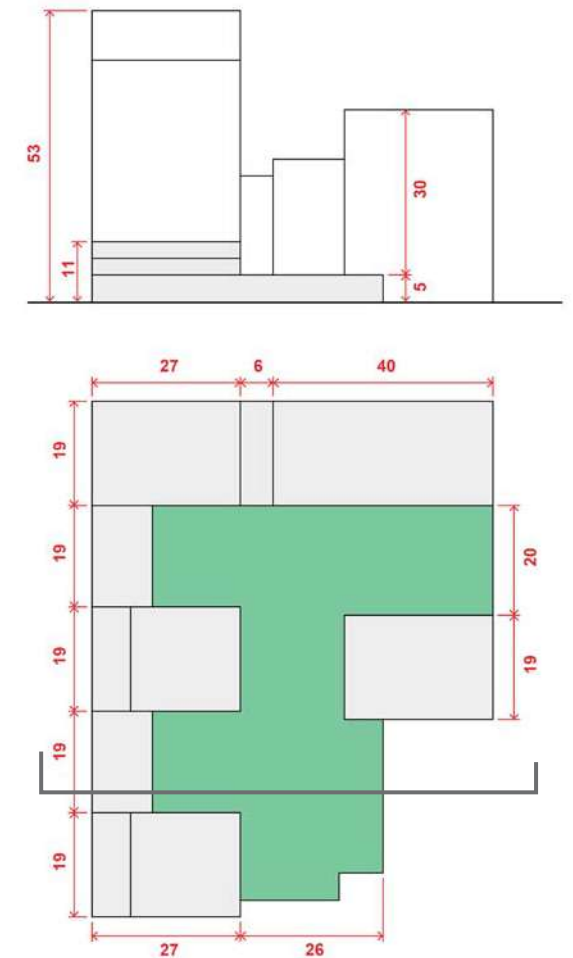
**Proposed Urban Block**



**Bentham House, Woolwich, UK**



**Larkin House, Kidbrooke, UK**





## 5.5.3 The Riverside

### Illustrative Layout

Riverside neighbourhood consists of six mixed-used urban blocks located along the riverside gardens.

The taller buildings were design in perpendicular position to the existing adjacent industrial site to avoid direct overlooking.

#### Typical Levels

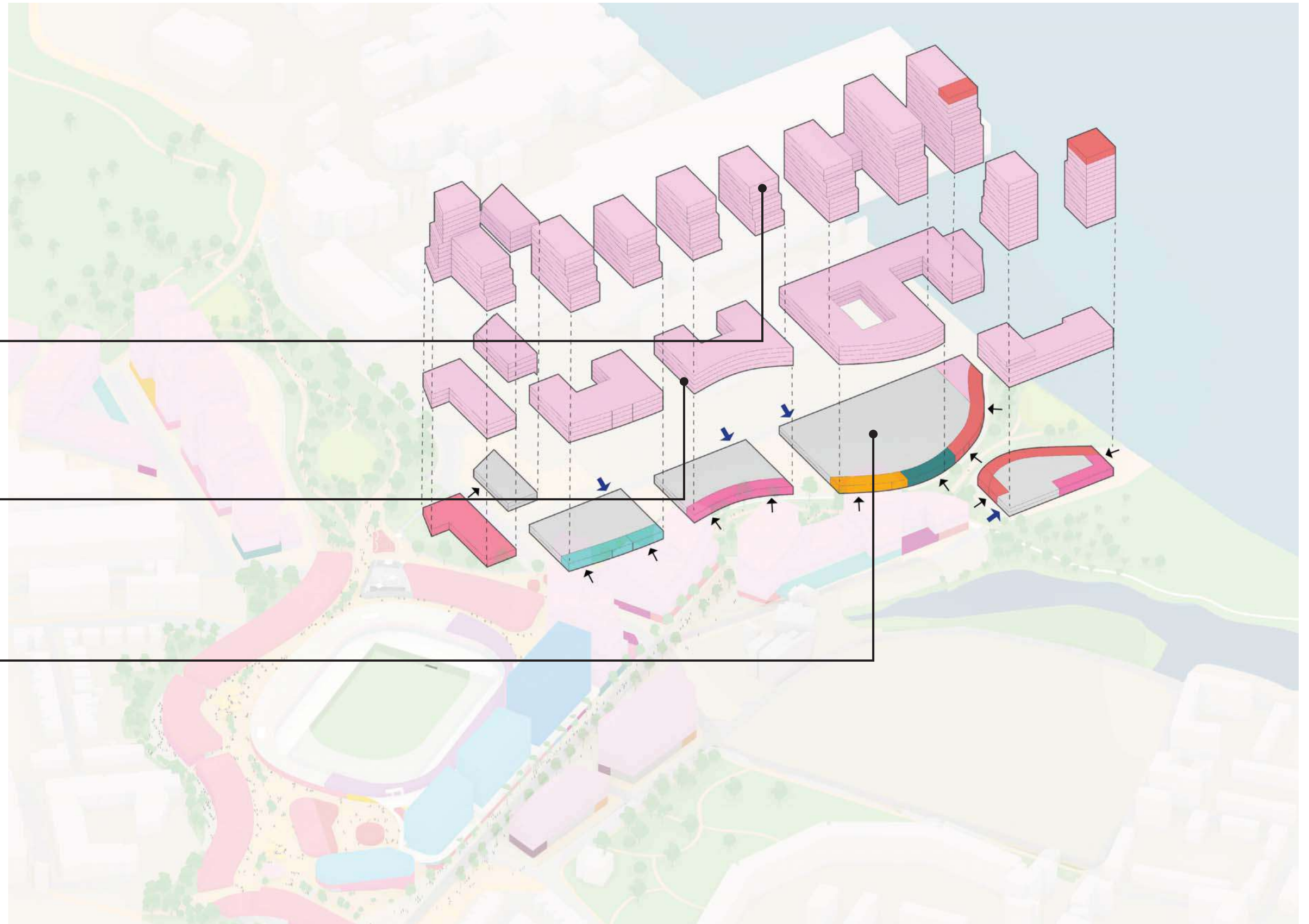
- Key relationships between blocks and critical dimensions are set in Design Code document

#### Courtyard/ Podium Level

- Sunlight/ Daylight were taken into account regarding location and orientation for courtyards and podium

#### Ground Floor

- An organic contour at the ground level creates a fluid movement that enhance the public realm.
- Majority of the ground floor facade have active frontage.

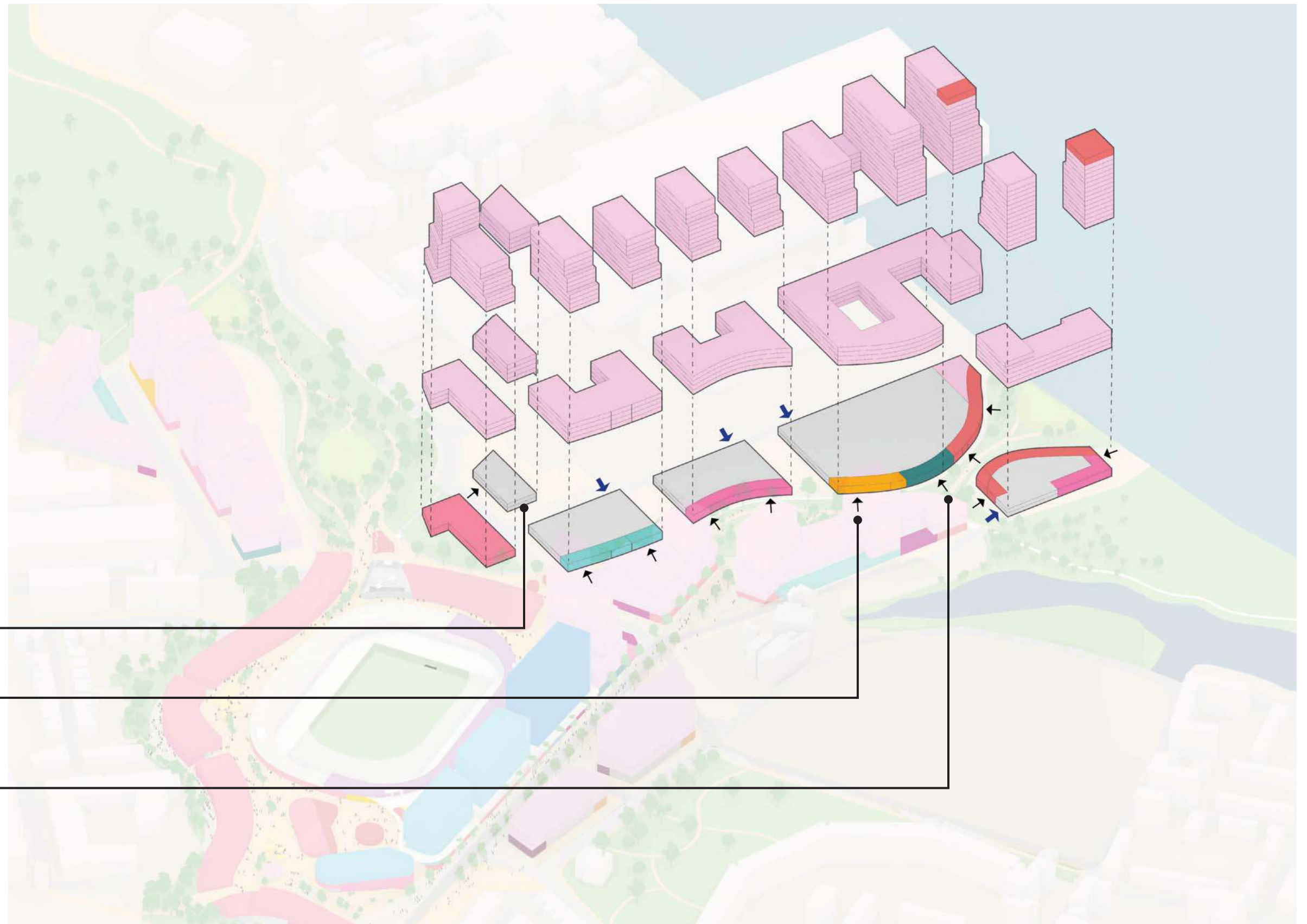




# 5.5.4 The Riverside Neighbourhood

## Illustrative Access

- Pedestrian Access
- ➡ Vehicular Access
- Parking Area
- Residential
- Medical / Health
- Community
- Sports / Fitness
- Local Services
- Creche / Nursery
- Food / Beverage
- Retail
- Hotel



**Vehicular route to Car Park**  
Access to the podium parking are from Boulevard Street and Grove Road

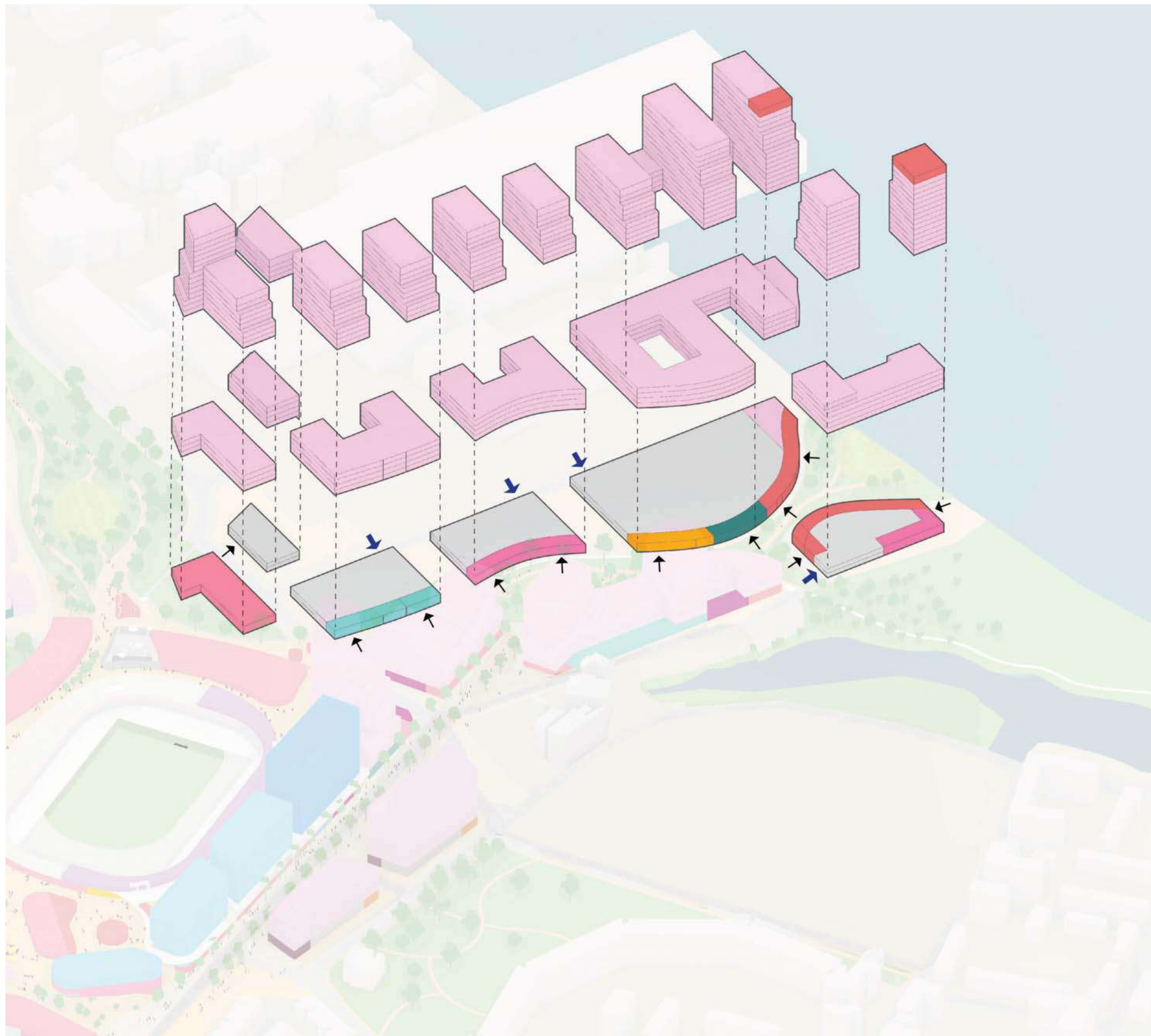
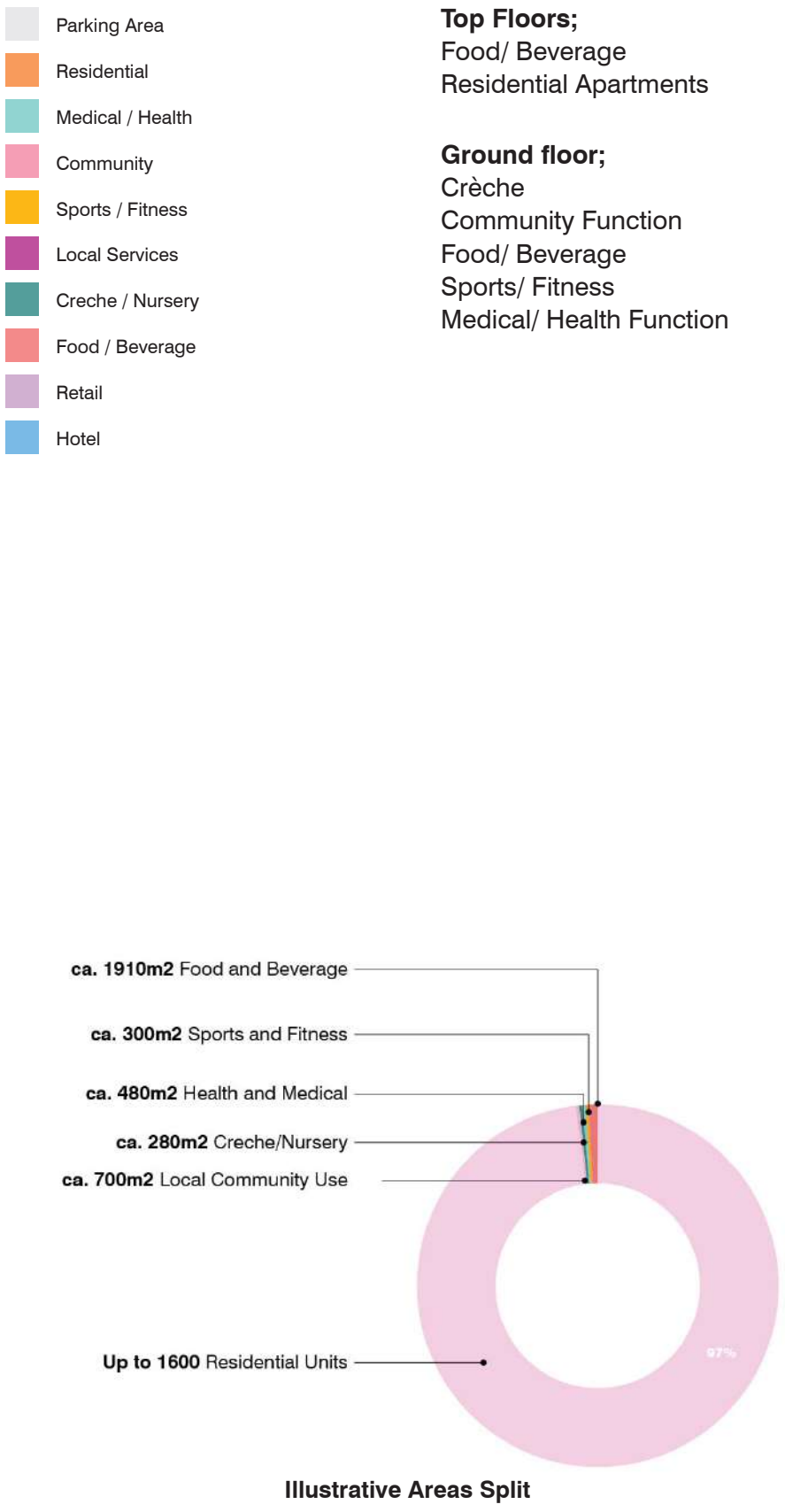
**Residents Pedestrian Access**  
Access to the residential lobbies are from ground floor level

**Commercial Units**  
All commercial units within this neighbourhood are accessible from the street only



# 5.5.5 The Riverside Neighbourhood

## Illustrative Use and Areas





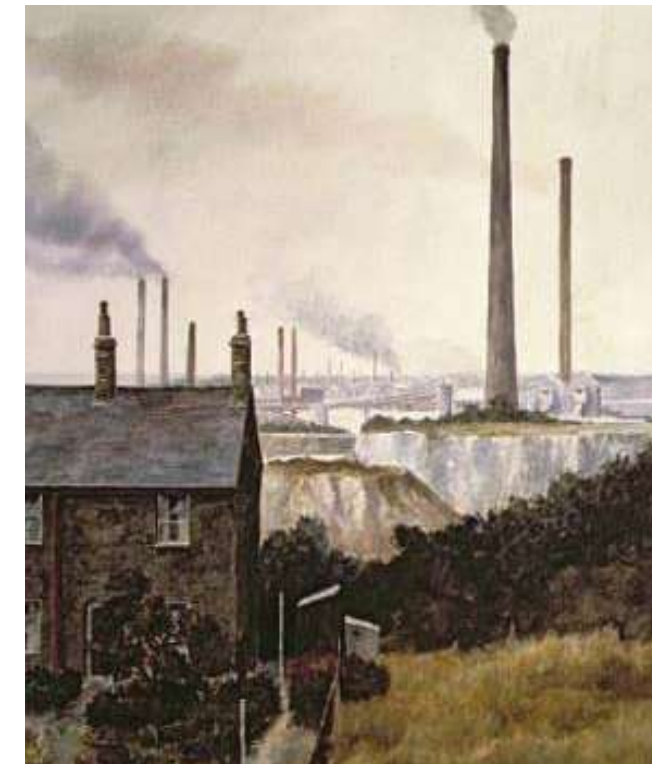
# 5.5.6 The Riverside Neighbourhood

## Design Intent and Materiality

### Appearance

The neighbourhood characterisation was inspired by the painting *North Kent Landscape Nr Northfleet Gravesend* by Vic Trevett

The theme colours have been extracted also from the art expression which exhibit a dominant colour with variations.



### Materiality

A residential neighbourhood characterised by industrial styled elements and features that form part of the architectural vernacular.

For detail information, refer to Design Code *Chapter D - Detailing the building*





## 5.6.1 The Parkland Neighbourhood

### Introduction

Located along the Power Park (01), the residential blocks at the Parkland Neighbourhood will complement the proposed woodland glade.

Residents and visitor will be able to contemplate the nature right at their door step.

The proposed urban blocks will be characterised by living, green elements and features that form part of the architectural vernacular.





# 5.6.2 The Parkland Neighbourhood

## Scale Comparison

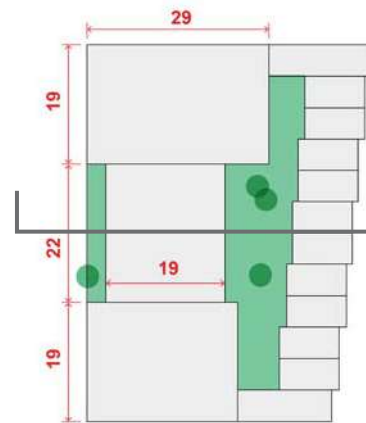
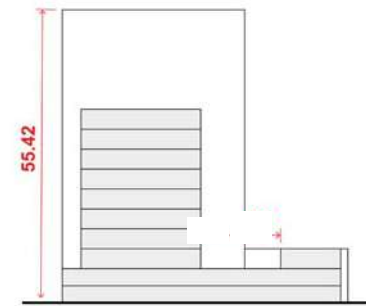
To understand the scale of the proposed residential block within the Parkland Neighbourhood, a comparison analysis of constructed schemes from the UK and abroad was undertaken.

The optimised density development; City Island has an excellent precedent of town-house block inserted within the urban block.

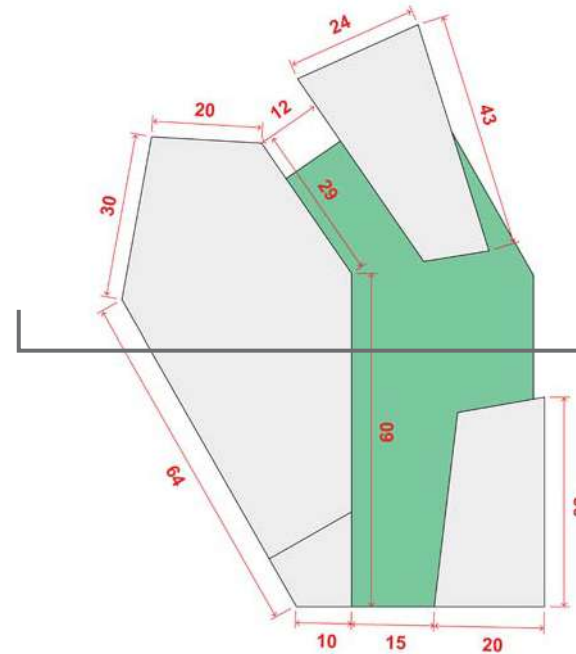
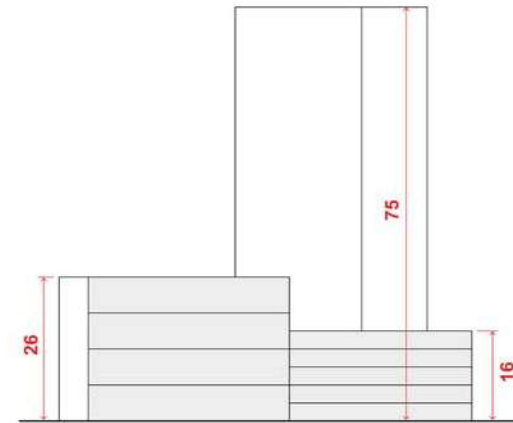
Radio City in Toronto is another great example of a residential building located behind a town-house element.

The presented schemes were considered as successful benchmark examples of town-house blocks within large multi-building developments which brings benefits to the neighbourhood context.

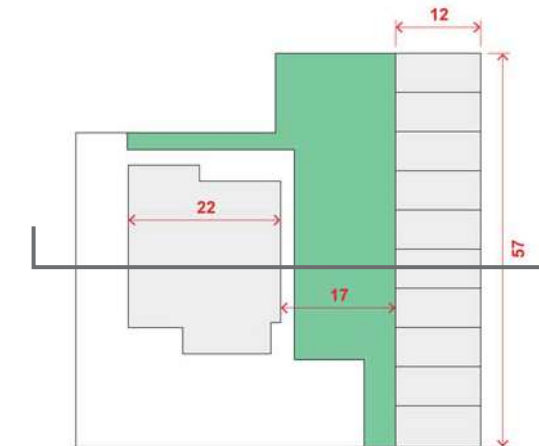
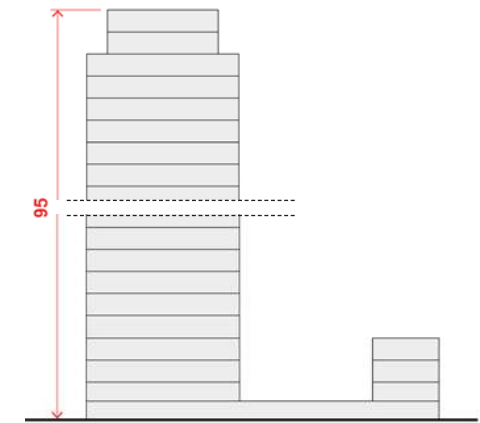
**Proposed Urban Block**



**The Townhouse, City Island, UK**



**Radio City, Toronto**





## 5.6.3 The Parkland Neighbourhood

### Illustrative Layout

Parkland Neighbourhood is situated at the northwest part of the site, southeast of Swanscombe Marshes.

The layout of this neighbourhood consist of five residential urban blocks separated in two areas by a third level local street

#### Typical Levels

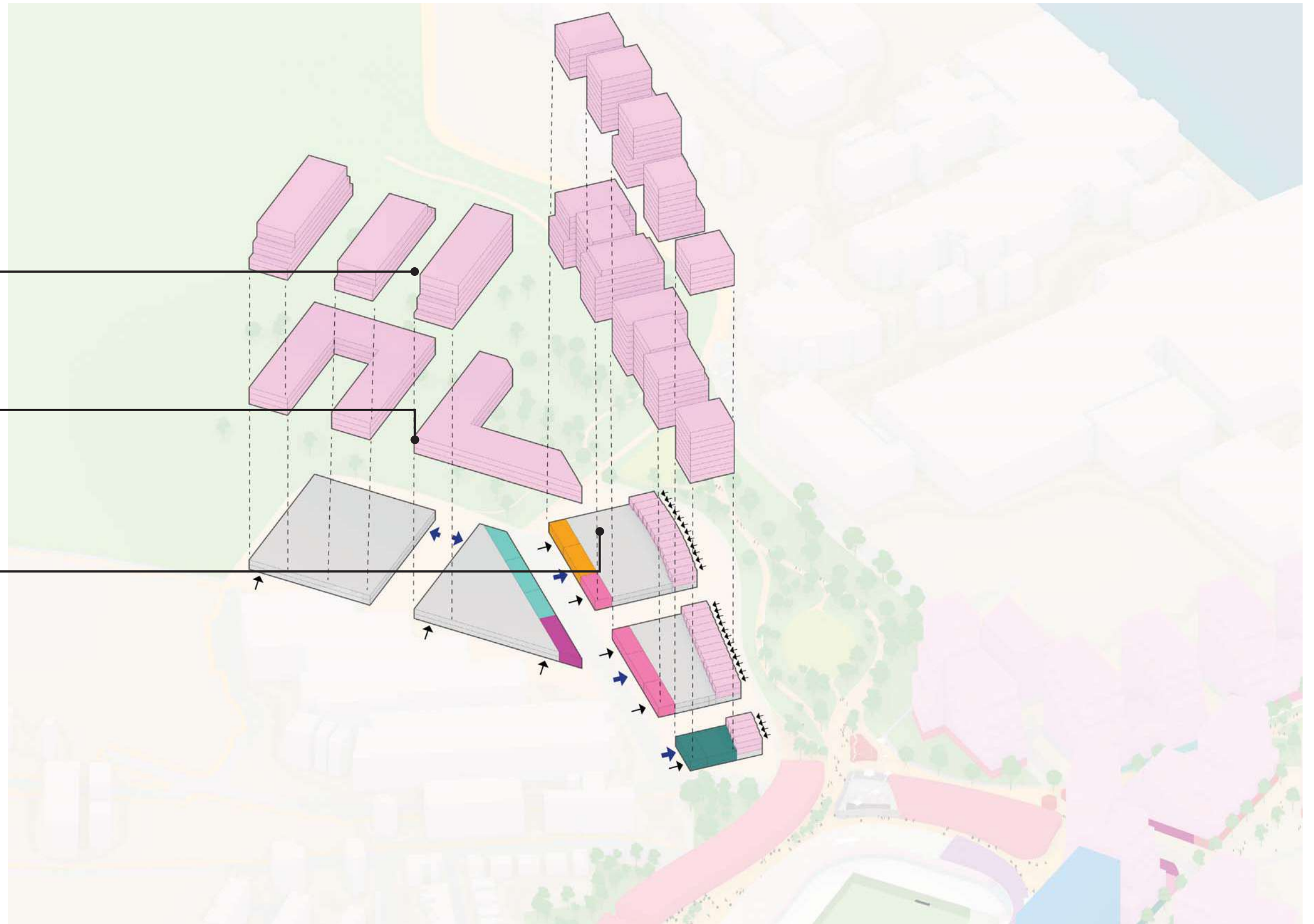
- Key relationships between blocks and critical dimensions are set in Design Code document

#### Courtyard/ Podium Level

- Sunlight/ Daylight were taken into account regarding location and orientation for courtyards and podium

#### Ground Floor

- The ground floor of this neighbourhood are outlined by the urban blocks and the third level local street
- Town-houses are proposed along the Power Park to collaborate with the human scale of the landscape





# 5.6.4 The Parkland Neighbourhood

## Illustrative Access

- Pedestrian Access
- ➡ Vehicular Access
- Parking Area
- Residential
- Medical / Health
- Community
- Sports / Fitness
- Local Services
- Creche / Nursery
- Food / Beverage
- Retail
- Hotel

### Vehicular route to Car Park

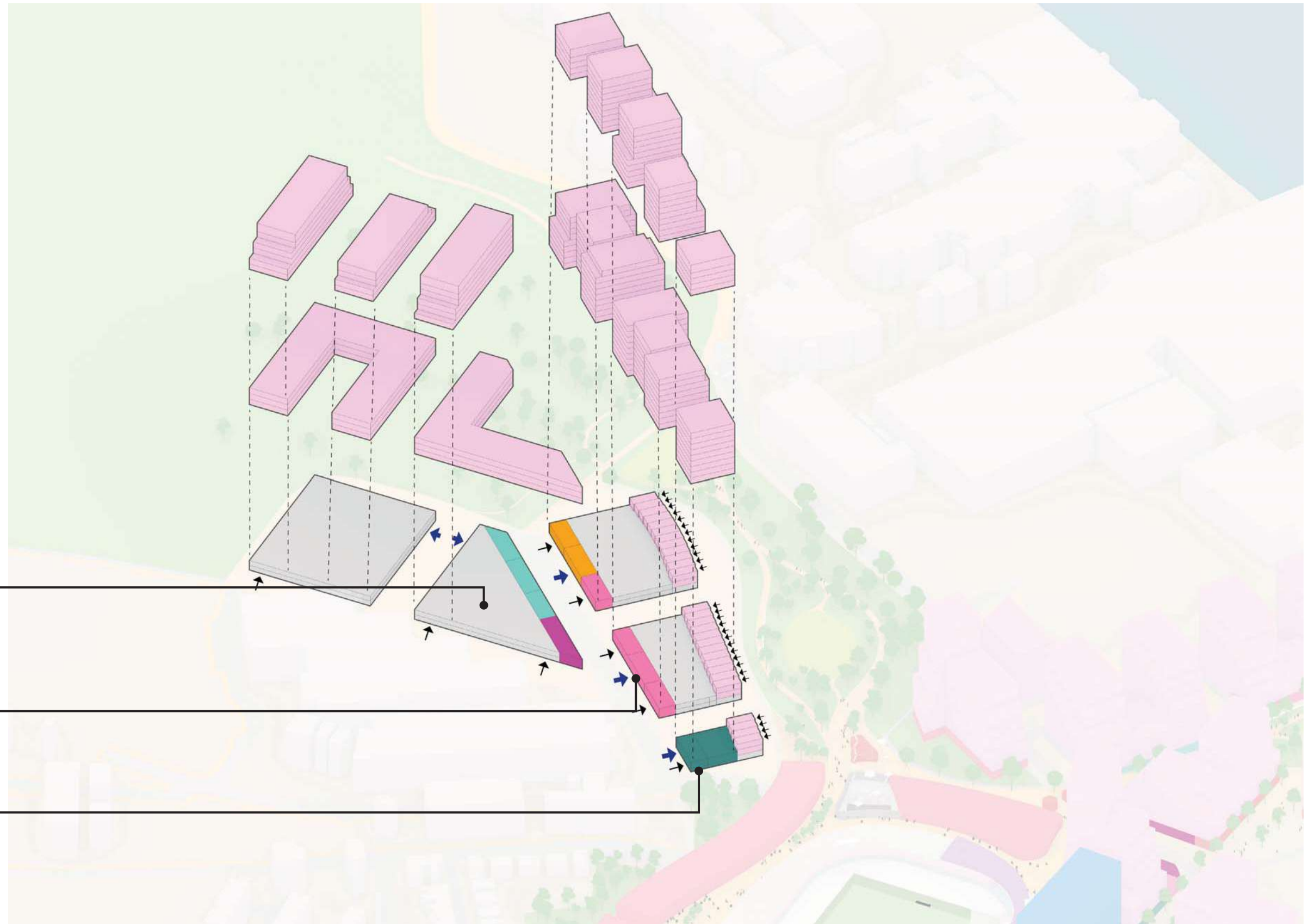
Access to the podium parking are from re-routed A226 and a new vehicular road dividing the plots of the Parkland Neighbourhood.

### Residents Pedestrian Access

Access to the residential lobbies are from ground floor level

### Commercial Units

All commercial units within this neighbourhood are accessible





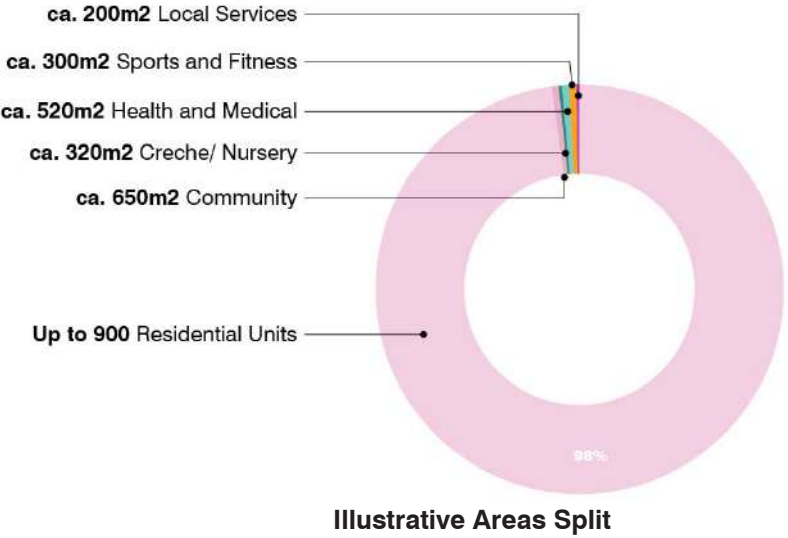
# 5.6.5 The Parkland Neighbourhood

## Illustrative Use and Areas

- Parking Area
- Residential
- Medical / Health
- Community
- Sports / Fitness
- Local Services
- Creche / Nursery
- Food / Beverage
- Retail
- Hotel

**Top Floors;**  
Residential Apartments

**Ground floor;**  
Crèche  
Community Function  
Food/ Beverage  
Sports/ Fitness  
Medical/ Health Function





# 5.6.6 The Parkland Neighbourhood

## Design Intent and Materiality

### Appearance

The neighbourhood characterisation was inspired by the painting *On the Thames and Medway Canal, near Northfleet* by Frederick Stonham

The theme colours have been extracted also from the art expression which exhibit a dominant colour with variations.



### Materiality

A residential neighbourhood characterised by living, green elements and features that form part of the architectural vernacular.

For detail information, refer to Design Code *Chapter D - Detailing the building*







**Northfleet  
Harbourside**

## 6. Landscape & Public Realm

Northfleet Harbourside



# 6.1 Illustrative Landscape Masterplan

The Illustrative Landscape Masterplan organises the site to meet the objectives set out in the vision statement, incorporating a landscape framework to support a Northfleet Harbourside community.

## Key Features of the Illustrative Masterplan:

- Over 3ha of Parkland including parklands, riverside gardens, pocket parks, green streets, allotments, productive rooftops gardens and water features;
- A multi-functional amphitheatre space located in the Riverside character area, providing opportunity for events, gigs, outdoor cinema and community interactions;
- Carefully and sensitively designed landscape design to achieve a minimum of 10% BNG maximising ecological enhancements;
- Residential courtyards designed to include intensive and extensive green and brown roofs and providing space for the community to grow fruit, vegetables and herbs on productive rooftops;
- Buffering and screening spaces, forming glades between building services yards, meadows and sustainable urban drainage features;
- The public realm is designed to create legible spaces that are easy to navigate with logical pedestrian and vehicular routes;
- Shared surfaces will dominate so pedestrians have priority;
- The proposed podium landform will help contribute to creating spaces of human scale, with seating for informal recreation, breakout space; and
- Northfleet Harbourside will maximise play opportunities. The play network will help to connect people linking key active spaces to leisure and work destinations along a network of safe and clearly defined routes.

— Site Application Boundary

.... Northfleet Trail (heritage/ecological/art adventure trail)

- |                       |                     |                   |
|-----------------------|---------------------|-------------------|
| 1 Swanscombe Gate     | 4 Marketplace       | 7 Boulevard       |
| 2 Power Park          | 5 Riverside Gardens | 8 Winter Gardens  |
| 3 Ebbsfleet United FC | 6 Thames View       | 9 Harbour Gardens |





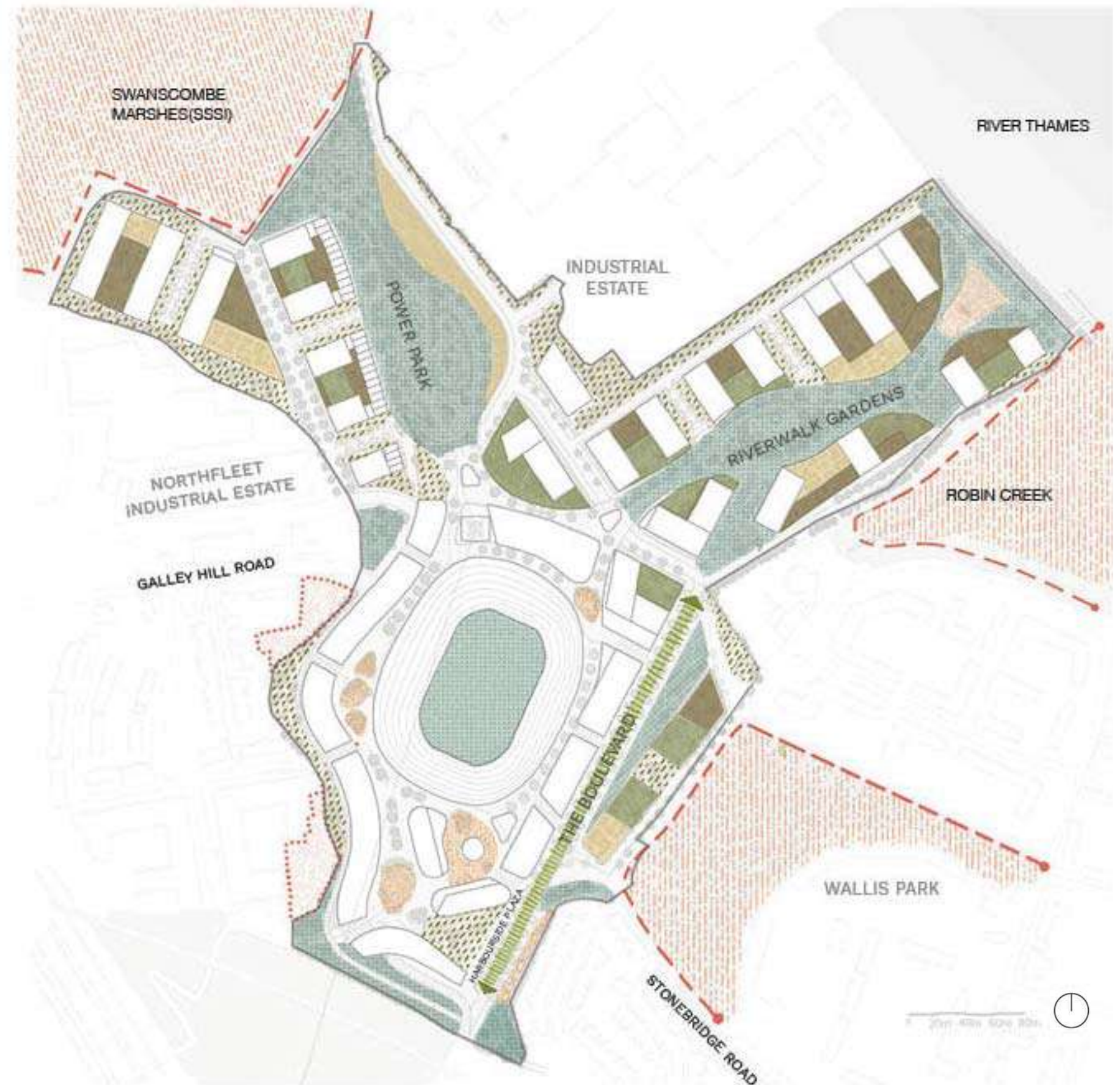
## 6.2 Green Infrastructure (GI)

The landscape network will help to create a high quality, attractive and functional place. Provide a setting for day-to-day living, enhance the character and diversity of the landscape and protect cultural heritage assets that contribute to the area's unique sense of place and identity. GI will enrich the area's wildlife value by addressing the negative impact of habitat loss and fragmentation by promoting habitat enhancement and connectivity. The green infrastructure network will also help to connect people to places, by linking residents and visitors to leisure and work destinations, along a network of safe and clearly defined routes for the multi-generational community. GI has been divided into the following two networks:

**Primary GI network** – including larger scaled landscape spaces providing extensive and diverse recreational and ecological benefits such as the Power Park and the Riverwalk Gardens. The primary GI network will contribute to the informal recreation needs of those living, working and visiting the Northfleet Harbourside.

**The secondary GI network** – including medium sized landscape spaces such as pocket parks, buffers and edges, street trees and residential courtyards. These spaces provide important opportunities for incidental recreational and ecological benefits.

-  **Existing Green Infrastructure**  
Opportunity to connect Northfleet Harbourside through green corridors to existing green infrastructure
-  **Primary Green Infrastructure**  
To include Powerpark, Riverwalk Gardens, Harbourside Square, Entrance gateways to the Market Place, Goal square, Thames View and the NEAP
-  **Secondary Green Infrastructure**  
To include courtyards, edges, public realm spaces, active green routes, SuDS, rain gardens, LAPs, LEAPs and a NEAP
-  **Community Uses**  
Allotments (edible landscapes) and urban orchards bringing opportunity to activate GI for community wellbeing
-  **The Boulevard Green Infrastructure**  
A predominantly shared surface hard landscape with planting beds and tree avenues
-  **Public Realm Interventions**
-  **Green Roofs**
-  **Brown Roofs**
-  **Future Green Infrastructure**  
Beyond application boundary





# 6.3 Primary and Secondary Green Infrastructure



Conceptual ideas for the Power Park



Conceptual ideas for the residential amenity spaces

Existing site to be transformed through green infrastructure design





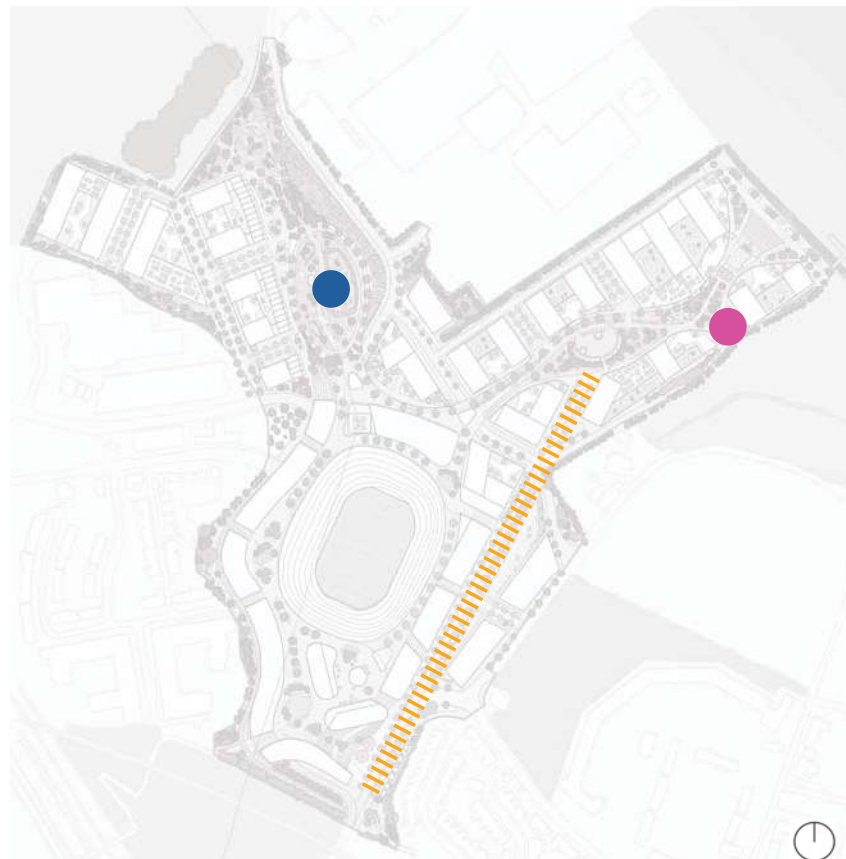
## 6.4 Heritage Assets and Opportunities

The site has a rich historical past and contains relics and features of more recent activities on site. Revealing and reflecting these relics in the public realm will help forge a strong site identity.

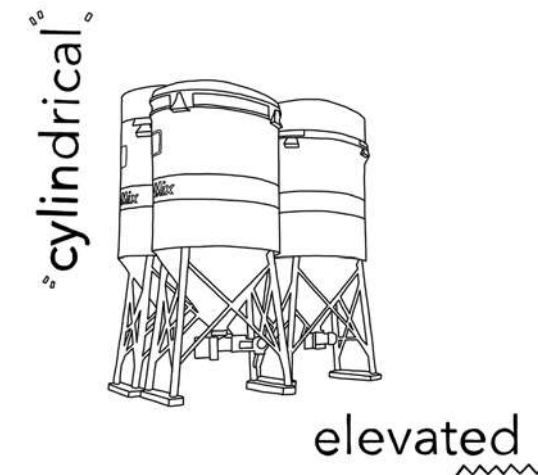
There are existing remnants of the cement industry, including cement plant mixers on several locations on site. Industrial inspired play spaces could reflect the industrial heritage of the site utilising similar cylindrical forms.

Years of heavy industry has also left its mark on the surface of the site, with many cracks forming on roads and tracks. An imaginative solution could celebrate the site industrial scars, such as planting within the cracks or landscape fissures.

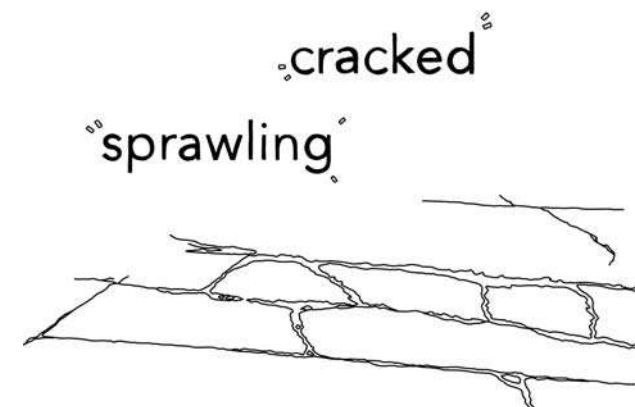
There was a recent discovery of a rare water wheel which points towards the sites use during the Saxon times. Furthermore, 'Ebbfleet river' a culverted chalk stream runs beneath Grove Road. There is an opportunity to reflect the historical importance of water on site within the paving and planting design.



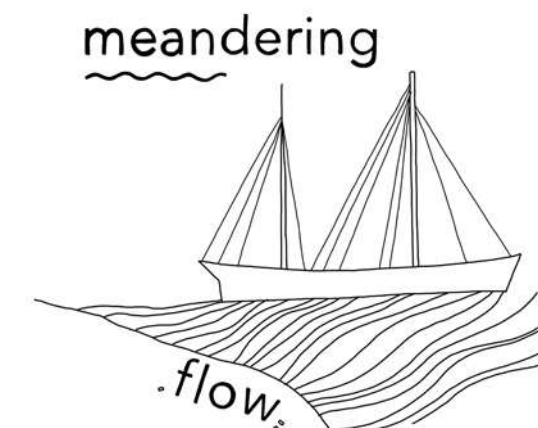
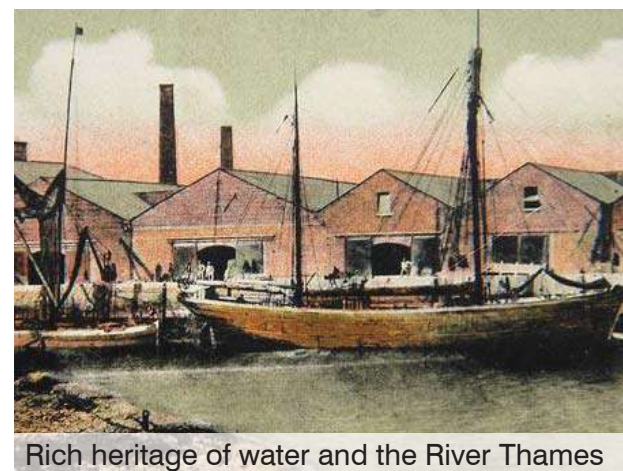
### Industrial Heritage ●



### Fractured Land ●



### Water and River Heritage |||||





## 6.5 Biodiversity, Habitats and Ecology

A minimum of 10% Biodiversity Net Gain will be delivered for the site. The site has limited existing ecological value. Where possible existing boundary planting will be retained and enhanced. The following measures should be included:

- Bird and bat boxes (integrated into the walls of buildings and on suitable trees), including features for house sparrows, starlings, swifts and house martins;
- Biodiversity-focussed SuDS;
- Greenroofs integrated solar gain;
- Brown roofs with a range of substrates located within the Riverside character area;
- Rough/natural/flint stone walls with holes for invertebrates and small birds;
- Species-rich hedgerows (at least 6 woody locally characteristic native species);
- Ponds with irregular and shallow sloping edges combined with log piles, stone piles and long grass areas;
- Green walls with planting locations built in or a planting framework added externally;
- Native and locally characteristic tree planting;
- Nectar rich native and species rich wildflower planting;
- Native spring bulb planting, e.g. Snowdrop, Wild garlic, Wild daffodil, English bluebells and Wood anemone;
- Planting fruit trees along the allotment boundary, e.g. local varieties of apple;
- South-facing banks with bare ground for reptiles and invertebrates;
- Architectural features that provide nesting or roosting locations, e.g. ornamental slit holes, stone ledges and wooden cladding;
- Bug hotels and purpose made bug boxes;
- Retention/creation of deadwood habitats;
- Controlled pedestrian access and signposting displaying the sensitivity of human disturbance within the SSSI for bird habitats along Power Park edge adjacent to Swanscombe Marshes, SSSI; and
- Screening semi-mature tree and shrub planting east of the site adjacent to Robins Creek.





## 6.6 Community and Inclusivity

Northfleet Harbourside will be a place for all abilities, all beliefs and all ages to come together. It will be important to welcome and connect existing site neighbours with new residents, strengthening Northfleet Harbourside in the wider Gravesham community.

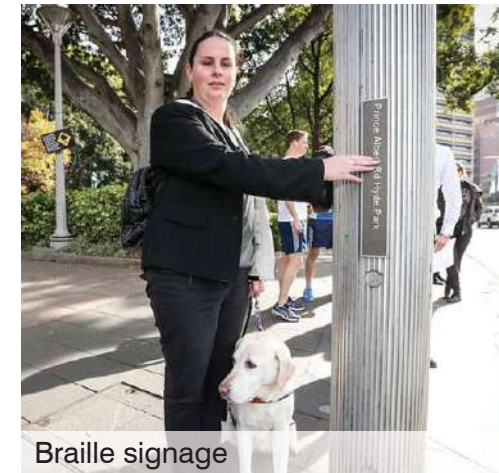
The public spaces will be designed to foster community activity across all age groups. High levels of accessibility are envisioned to promote activity throughout the day and evening, encouraging a spirit of community stewardship and natural surveillance.

The residential neighbourhoods, alongside stadium staff, service, retail workers and visitors to the site, will create natural safety and passive surveillance for a 24/7 community environment.

The Northfleet Harbourside team will be working closely with Gravesham Borough Council and neighbours to find ways to ensure the area remains a safe, low crime environment.



Multi-generational spaces



Braille signage



Raised beds for wheelchair users



Well lit spaces with passive surveillance



Community events for all



A sense of stewardship for green spaces

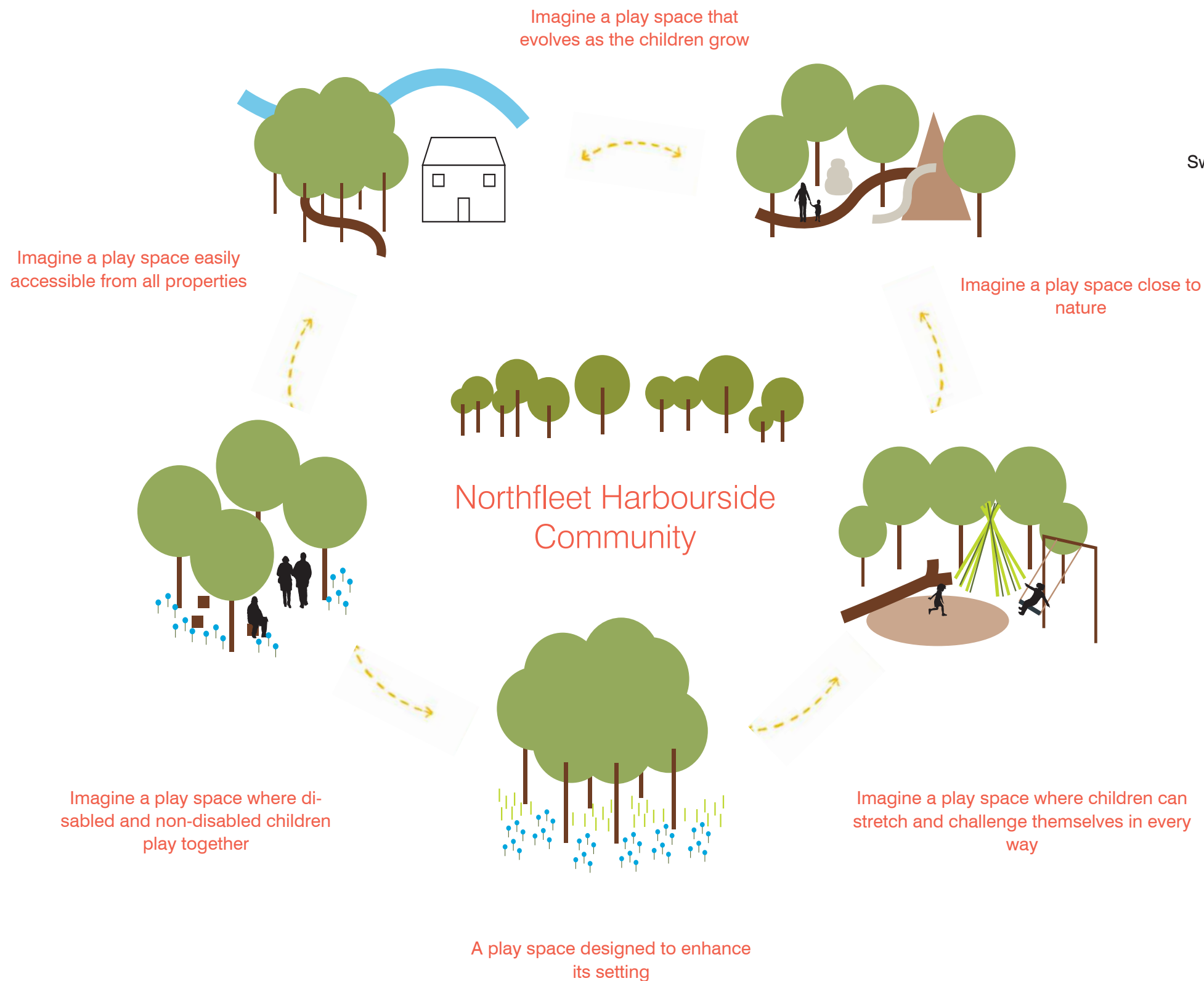


Play spaces for all ages



## 6.7 Recreation Play and Activity Strategy

Providing a wide range of play experiences, allowing children to grow and develop with the space, driving deeper emotional connections with nature, thus encouraging return visits, whilst ensuring that interventions are robust and future proof.





## 6.7 Recreation Play and Activity Areas

Northfleet Harbourside will maximise play opportunities and will align with the evidence based policy in the emerging local plan. The play network will help to connect people to places by linking residents and visitors to leisure and work destinations along a network of safe and clearly defined routes. The play space and recreation strategy makes provision so all homes within the urban area are located not more than one minutes' walking distance from a local area for play (LAP), five minutes' walk from a local equipped area for play (LEAP) and fifteen minutes' walk from a neighbourhood equipped area for play (NEAP), in line with Fields in Trust guidance. Maintenance provision must be provided to a high standard to ensure the aesthetic and functional qualities of these spaces are preserved. The green infrastructure strategy will provide a holistic and fully integrated response to play. Play is a journey not a destination. Play is a vital part of children's lives. It is a mechanism by which children connect with themselves, with family, friends and with the natural environment. Play is the means by which children explore the world around them and express themselves.



Illustrative play space locations plan

**LAP** 60m walking distance from all homes



Play trails through planting



Playful graphics on street



Natural play elements

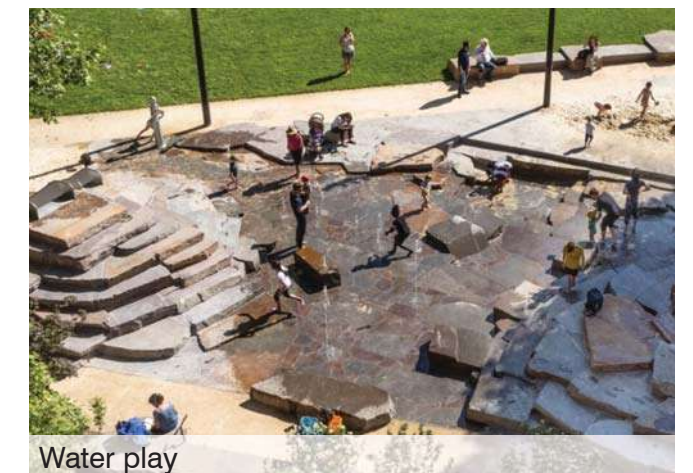
**LEAP** 270m walking distance from all homes



Cycle and scooter tracks



Vertical play elements



Water play

**NEAP** 600m walking distance from all homes



Adventure play towers



Different play spaces for different age groups



MUGAs

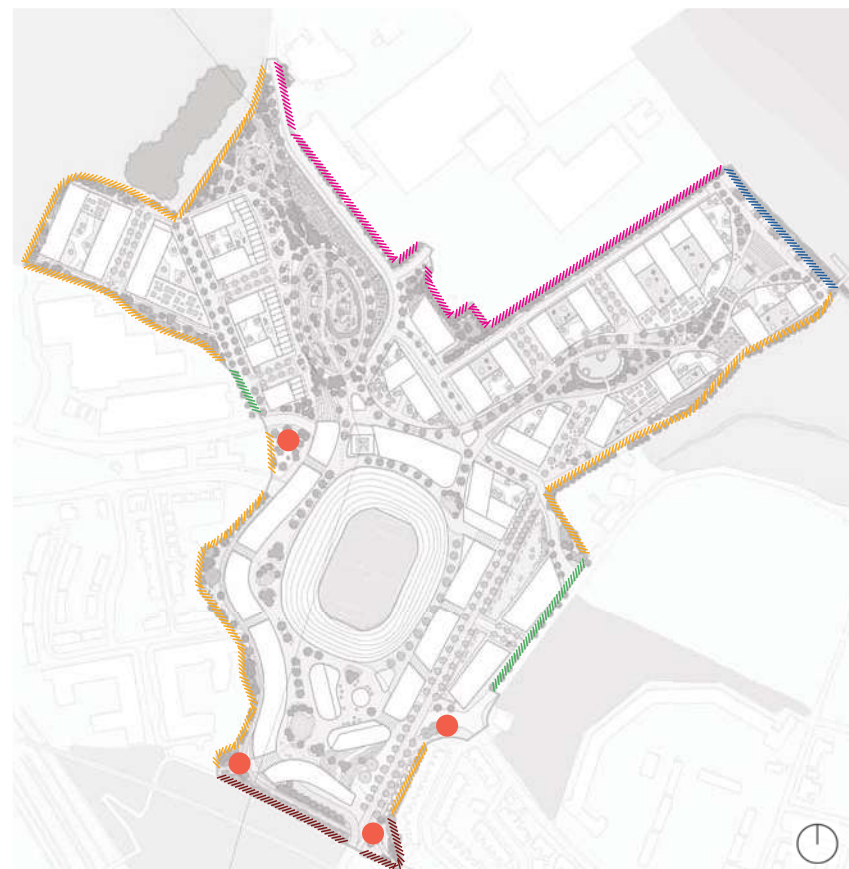


# 6.8 Boundary Treatment and Border Conditions

There is a variety of boundary treatments to be utilised on site which are appropriate for different edges. It is important to soften edges with trees and planting which will aid in the creation of green corridors for wildlife. Where possible existing vegetation should be retained and supported with planting.

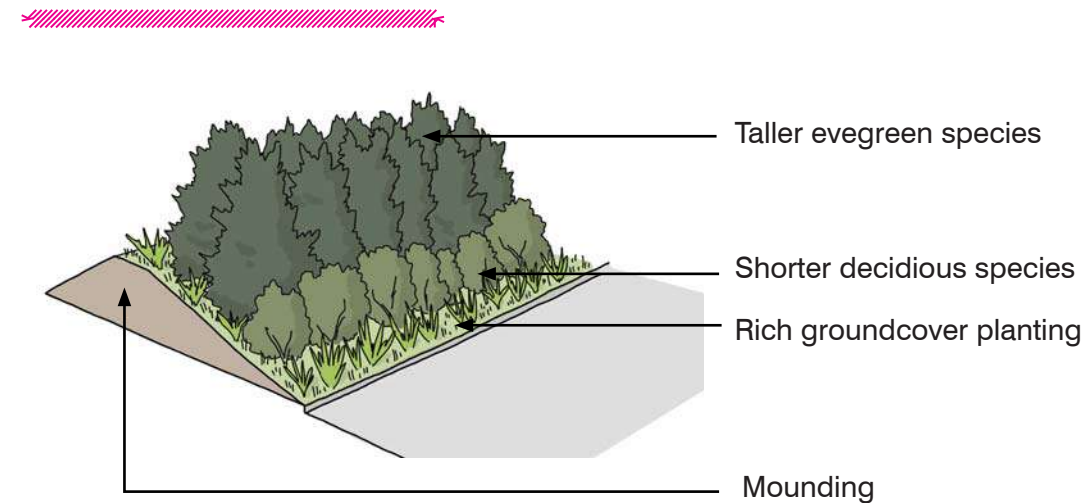
Using species sympathetic to the landscape adjoining the site boundary is important to maintain and enhance the surrounding site character. For example using species present in Swanscombe/ Botany Marshes along the North West site boundary. Additionally, in some areas it is appropriate to screen the view, such as the Northern boundary adjacent to the Seacon Terminal. Here a green curtain should be applied, utilising mounding topography with deciduous and evergreen tree species to screen the view into the industrial works.

Primary vehicular and pedestrian routes into the site should also be highlighted with focal pieces of art used as wayfinding and local reference. The use of inventive lighting at night should be considered.



Illustrative edge treatment plan

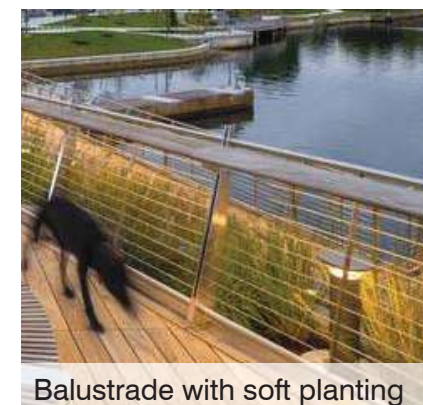
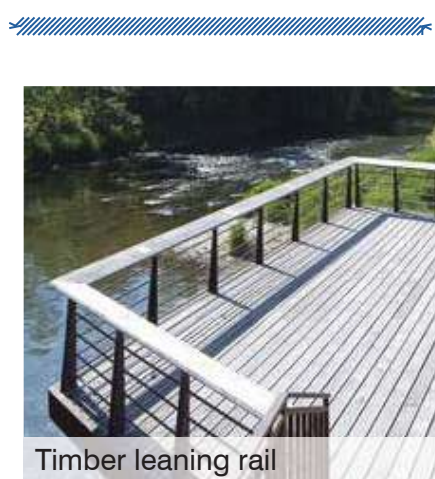
## Green Curtain



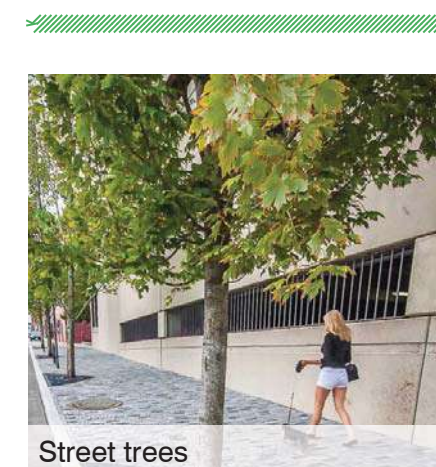
## Green Buffer



## Thames Wall



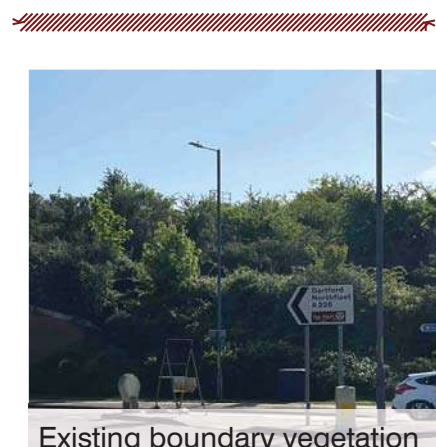
## Street Trees



## Focal Entrances



## Existing Boundary Vegetation



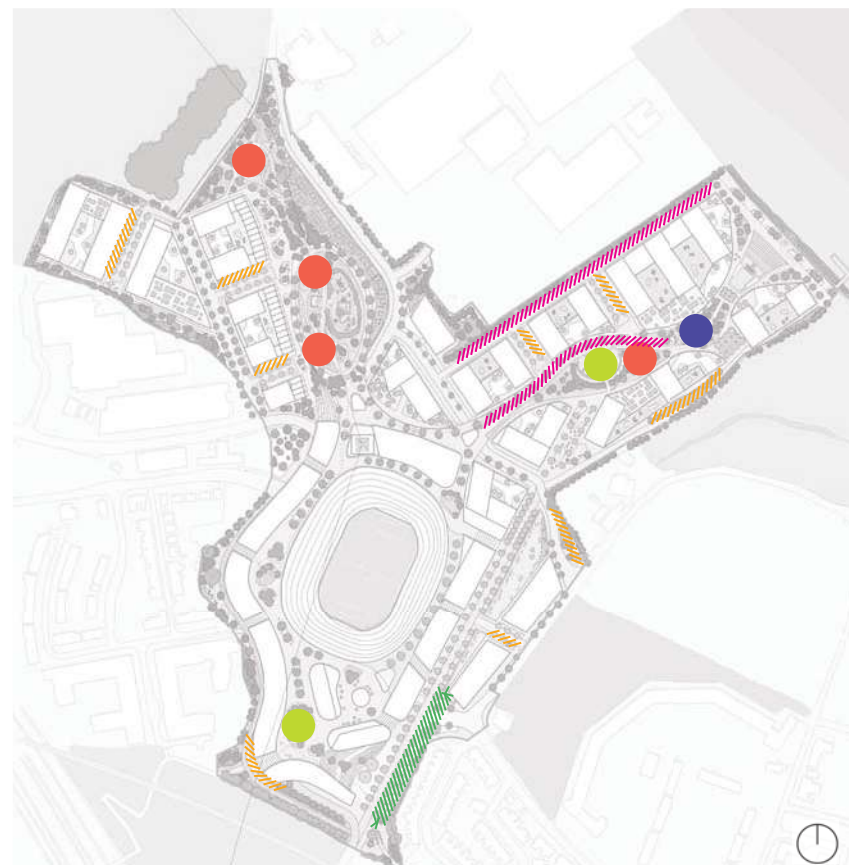


# 6.9 Drainage and Blue Infrastructure

The illustrative masterplan has been developed to include a positive drainage system that is drained into attenuation ponds and permanent areas of water. These will be located within the green infrastructure spaces where appropriate. The creation of such areas for drainage and biodiversity will require specialised design and management, in line with CIRIA SuDS Manual. Once created, the ponds and attenuation areas will provide opportunities for colonisation of marginal plants and associated habitats increasing the biodiversity value of the development.

Sustainable drainage features shall be designed to function as both drainage and habitat creation. The maintenance requirements of drainage features shall give due consideration to ecological goals of promoting notable species such as water vole, wildfowl, amphibians, reptiles, and invertebrates.

Engagement with water within the site is considered important for well-being, visual stimulation, and play. Managed water features will be created to enhance the sense of delight in the landscape open spaces.



Illustrative drainage and blue infrastructure treatment plan

## Swales



Swales with perennial planting



Accessible natural edge

## Rain Gardens



As part of the street design



Access over rain gardens

## Basins



Attenuation basins



Basins which can dry out

## Rills



Decorative rill



Decorative grill over rill

## Water Play

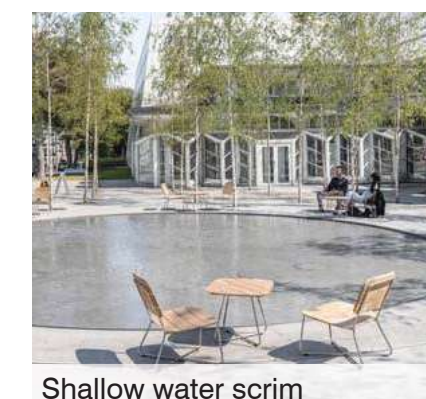


Water rockery play

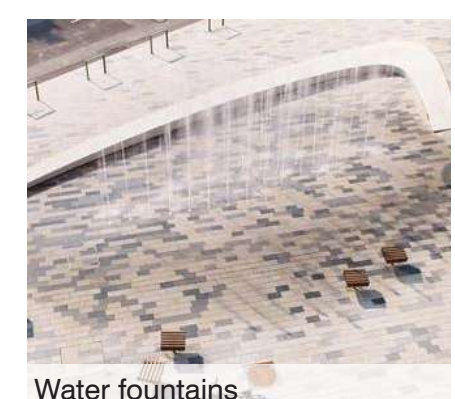


Splashpark

## Water Features



Shallow water scrim



Water fountains



## 6.10 Rooftops

Rooftops offer additional and vital extra space for amenity, recreation and ecological purposes. There are 3 types of rooftops to be adopted at Northfleet Harbourside: intensive roofs, extensive roofs and productive roofs.

**Intensive roofs:** These would create a private space for residents to socialise, chill out and enjoy a sense of nature. Seating, rich ornamental planting and lawned areas will create a multi-use green space accessible to residents with expansive views over the site.

**Extensive brown roofs:** These will be situated close to Robins Creek and aid the population of bird species which are located in the creek. Brown roofs are inaccessible to residents and offer a rich environment for birds to nest.

**Productive roofs:** These support the sites provision for allotments and edible landscape areas required on site. Featuring raised planters for ease of use, they not only allow residents to grow their own food locally but a community spirit can be forged.



Illustrative rooftop treatment plan

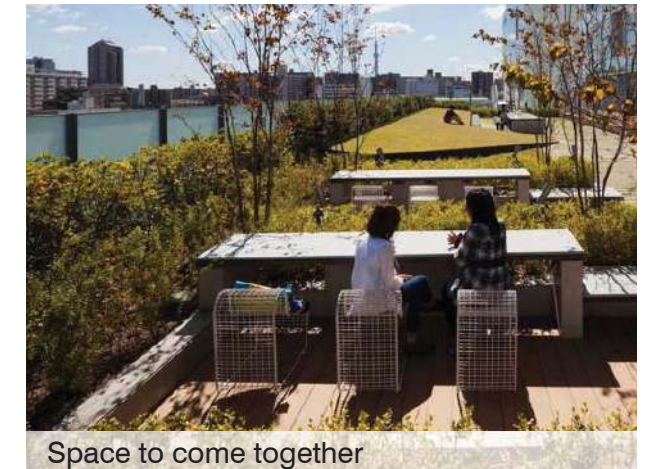
### Resident Amenity Roofs/Intensive



Low cost planters



A sense of enclosure



Space to come together

### Brown Roofs/Extensive



Dead wood habitats



Native plug plants



A range of substrates

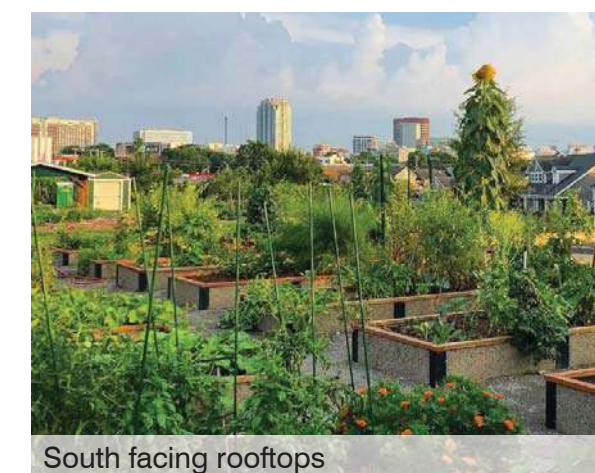
### Productive Roofs



Greenhouse and gathering spaces



Timber raised beds



South facing rooftops



## 6.11 Public Art and Wayfinding

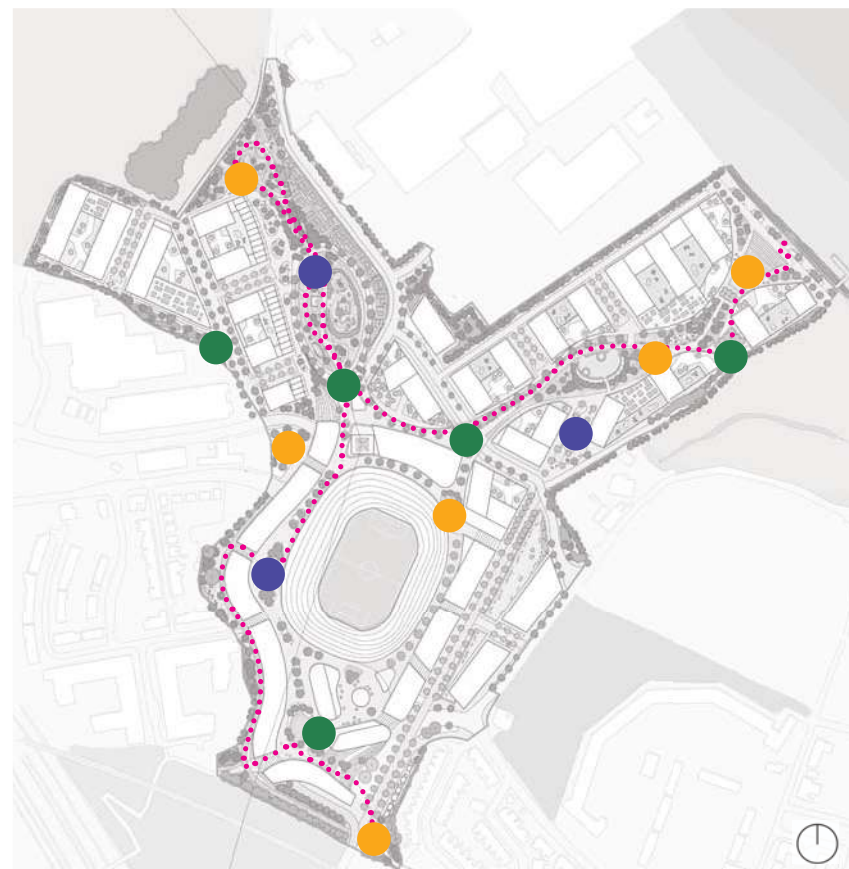
### Public Art ●

Public art should feature throughout the site, offering a cultural richness, aesthetic value and economic vitality to the community. Public art is freely accessible and contributes to the communities identity and pride. Key to the public art strategy is the Northfleet Trail, intended to be a site wide route which connects the majority of public art, cultural features and ecological elements together in one thread.

Both permanent and temporary public art elements are important. Additionally, temporary public art features which can be created with the help of the community can help forge a sense of stewardship.

Public art which acts as a wayfinding tools reduces the need for conventional signage which can often clutter public spaces. Furthermore, sculptures combined with lighting can further aid wayfinding and evening interest.

In the interest of sustainability, recycled and renewable materials ideally should be used for sculptures and public art.



Illustrative public art locations and trail



Large scale sculptures



Evening art feature



Art created from natural and sustainable materials

### Wayfinding & Signage ●



Focal totems trail



Feature facade signage

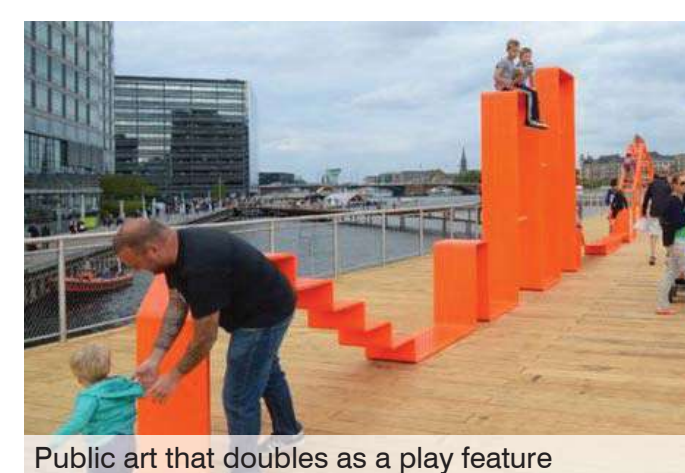


Informative signage

### Interactive Art ●



Local community decorating their local spaces



Public art that doubles as a play feature



Sensory public art



# 6.12 Hard Landscape Character

## 6.12.1 Marketplace

High quality hard materials should be used for the Marketplace character area as it acts as the main visitor destination on site and needs to withstand regular heavy pedestrian use. The use of large Yorkstone and concrete flags will create a precedent for visitors to the site.

A range of light buff colours will complement the darker materials palette of the marketplace architecture. A variation in tones will also help to break down the expansive podium level.

In situ poured concrete steps will form the feature access staircase from the ground to the podium level. In situ application allows for bespoke shapes and finishes to be applied.

Further high quality finishes are to be used for kerbs and edgings including granite kerb stones and flush aluminium edging. Engravings in the paving will further add detail and interest underfoot.



Illustrative plan

## Hard Materials Inspiration Matrix



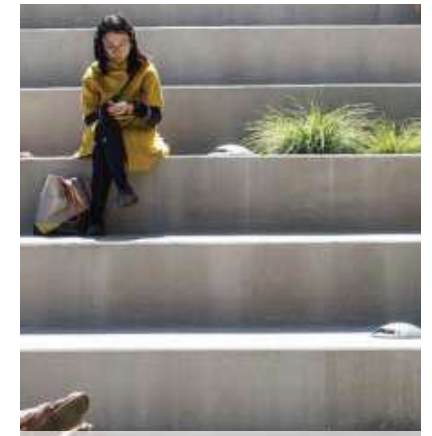
Buff tone rectangular concrete flags, stretcher bond



Tumbled vehicular sett paving, stack bond



Composite decking



In situ grey concrete steps



Yorkstone paving flags, stretcher bond



Buff stone pavers, stretcher bond



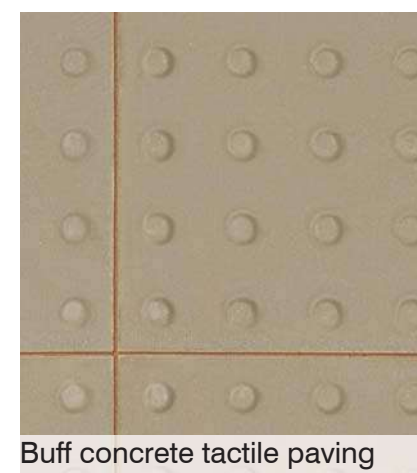
Bituminous red cycleway



Grey vehicular asphalt



Buff granite kerb stone



Buff concrete tactile paving



Flush aluminium edging



Etched paving finish



# 6.12 Hard Landscape Character

## 6.12.2 Boulevard

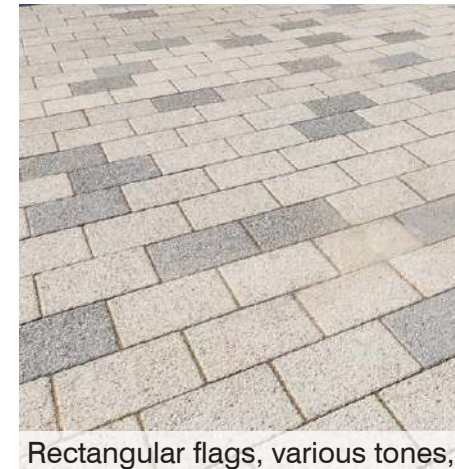
Smaller paving units in this character area will reflect a sense of craftsmanship and the sites heritage as an important industrial area. Smaller paving units will also create more intimate spaces and a finer grain character in this largely residential zone. Further variation in laying patterns, such as a Herringbone pattern and the use of tumbled setts in various tones will again add to a more intimately scaled space.

Surface detailing including water inspired engravings in paving along the Boulevard will reflect the importance of water in Northfleet's history. A pattern weaving down the length of the boulevard could act as a wayfinding tool, leading people from the marketplace through to the Riverside character area.

## Hard Materials Inspiration Matrix



Tumbled vehicular sett paving, stack bond



Rectangular flags, various tones, stretcher bond



Clay block paving, herringbone



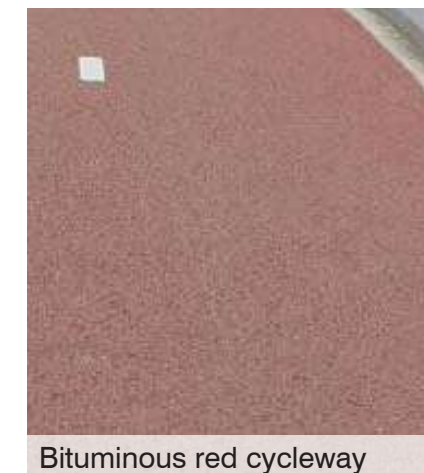
In situ grey concrete steps



Buff stone pavers, stretcher bond



Tegula permeable paving setts, various sizes, stretcher bond



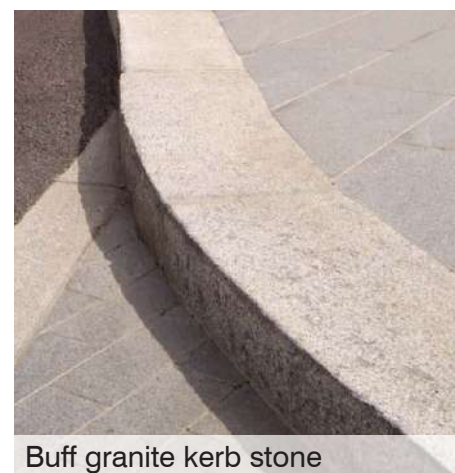
Bituminous red cycleway



Grey vehicular asphalt



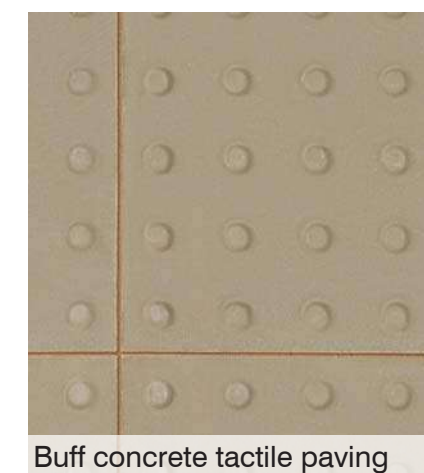
Illustrative plan



Buff granite kerb stone



Tumbled stone sett kerb



Buff concrete tactile paving



Water inspired engraved paving



# 6.12 Hard Landscape Character

## 6.12.3 Riverside

The riverside character area is a residential zone which borders the river Thames. The Thames View area of public realm will be a destination within the site and therefore should feature high quality paving, for example Yorkstone and granite pavers.

Similiarly to the Boulevard character area smaller paving units should be used to create a finer grain in residential areas, creating more intimate spaces for residents.

This character area also borders the existing Seacon terminals and this sense of industry could be reflected within the hard materials choices. For example the use of metal stud demarcation and aluminium edgings.

The use of a porous materials, such as resin bound surfacing and in situ poured concrete, would be prefereable over paving slabs to prevent laboriuos cutting and excess wastage, when creating the curved path network which runs through the river walk park.



Illustrative plan

## Hard Materials Inspiration Matrix



Yorkstone paving flags, stretcher bond



Silver granite flags, various sizes, stretcher bond



In situ exposed grey aggregate poured concrete



Buff resin bound surface



Buff stone pavers, stretcher bond



Tegula permeable paving setts, various sizes, stretcher bond



Permeable vehicular sett paving, stretcher bond



Grey vehicular asphalt



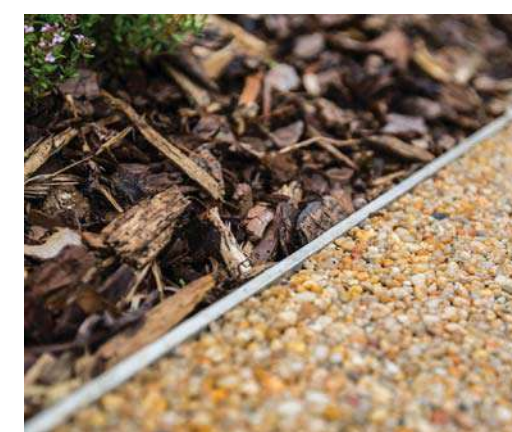
Pre-cast grey concrete kerb



Sand blasted surface



Metal stud demarcation



Flush aluminium edging



# 6.12 Hard Landscape Character

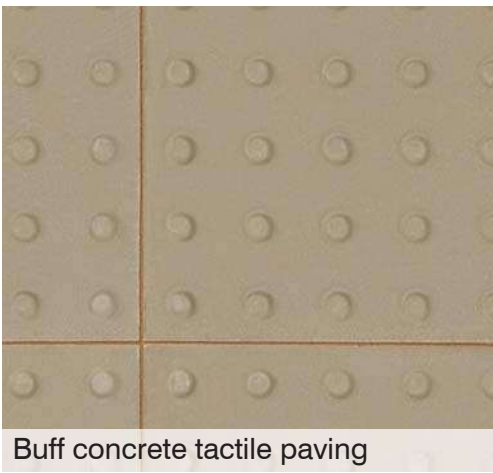
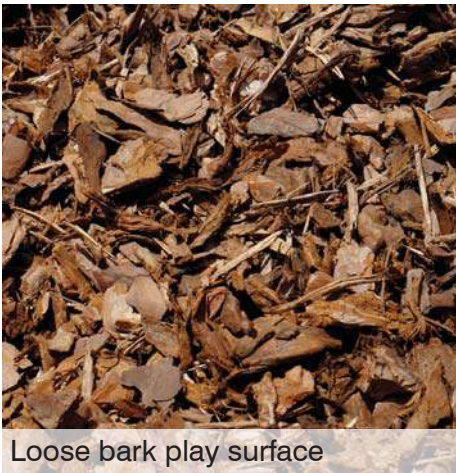
## 6.12.4 Parkland

The Parkland character area is seen as a softer and greener space, where materials such as Grasscrete which blend hard and soft materials together would be preferable.

Again, a largely residential zone, the use of smaller paving units would create a more intimate setting around residential units.

The use of loose materials such as self-binding gravel, will help to create a sinuous connection through the Power Park and into the adjacent Swanscombe/Botany Marshes. Furthermore, composite decking will allow access over the marsh inspired landscape in the North of the Power Park, close to Swanscombe/Botany Marshes. Finally, loose bark play surfacing would provide a natural setting for play provision in the character area.

### Hard Materials Inspiration Matrix



Illustrative plan



# 6.13 Soft Landscape Character

## 6.13.1 Marketplace

The podium retail area of the Marketplace will act as the main site destination, therefore showcase ornamental perennial planting with seasonality should be adopted here. Ornamental multi stem trees will also feature along the retail podium, providing comforting areas of shade for shoppers.

The winter gardens will feature exotic plants from warmer climates, such as palms. This will be a show stopping area and its character very different from the other planting within the site.

Flowering meadows will feature at the site entrances, providing a colourful display when arriving into the site. Meadows offer great ecological value for pollinators and could be seeded with the help of the community.

Along the site boundary native scrubland with long ecotones will create a soft buffer between the marketplace podium and the existing neighbourhood.



Illustrative plan

## Soft Landscape Inspiration Matrix



Flowering meadow at entrances



Ornamental perennial podium raised bed planting



Winter Garden Mediterranean planting



Native buffer scrub planting



Rain garden planting



Long grass



Exotic trees for the Winter Garden



Mixed broadleaf and evergreen buffer woodland



Multi-stem ornamental species



# 6.13 Soft Landscape Character

## 6.13.2 Boulevard

Specimen street trees will feature along the length of the boulevard, supplemented by rich perennial planting beneath the canopy. Both the street trees and planting will aid in softening the overall feel of the busy boulevard.

Further street tree planting will be important along Grove Road, providing the site with a formal edge to the neighbouring existing community.

Rain garden species will feature within the residential zones green spaces, helping to reduce surface water run off.

Rooftop planting which is both extensive and intensive will feature. The intensive roofs will include ornamental planting combined with lawn and ornamental multi-stem trees. The extensive roofs will be supported by native plug planting.

## Soft Landscape Inspiration Matrix



Shade tolerant ornamental street planting



Rain garden planting



Ornamental perennial roof planting



Hedge buffer planting



Native plug brown roof planting



Rich street planting along the streetscape



Illustrative plan



Boulevard trees



Multi-stem roof level trees



Secondary street trees



# 6.13 Soft Landscape Character

## 6.13.3 Riverside

The Riverside character area has an enviable position on the banks of the river Thames. Its location should inspire the planting mix, with ornamental coastal species tolerant of high winds and sea water.

The Riverside gardens will largely be amenity lawn space with additional swathes of meadow planting, helping to form smaller more intimate lawn pockets. The riverside gardens will be further punctured by a mix of deciduous trees.

Green screening will be necessary along the character areas northern boundary to Seacon terminals, utilising a combination of evergreen and deciduous trees to provide effective year round screening.

Finally, a formal grove of boxhead trees will create a sheltered intimate space to look out beyond Robins Creek.

## Soft Landscape Inspiration Matrix



Illustrative plan





# 6.13 Soft Landscape Character

## 6.13.4 Parkland

The Parkland character area neighbours the existing Swanscombe/Botany Marshes SSSI and therefore the planting palette for the northern area of the Power Park should be largely inspired by the grassland, coastal and scrub habitats of Swanscombe Marshes.

A central deciduous woodland grove in the Power Park will contrast the open and expansive feel of the rest of the Power Park. Shade tolerant understory planting will feature beneath the canopy.

Edible planting including fruit trees and hedgerows will encourage informal foraging. Furthermore, edible planting should be utilised near the allotments, where an edible hedgerow could enclose the plots.

Again, street trees will be an important feature of the streetscape, where a carefully selected tree palette will aid in reflecting a sense of street hierarchy



Illustrative plan

## Soft Landscape Inspiration Matrix



Botany Marsh inspired planting



Shade tolerant planting



Ornamental perennial roof planting



Native buffer scrub planting



Rain garden planting



Edible planting



Dense woodland grove



Street tree planting



Mixed deciduous parkland trees





**Northfleet  
Harbourside**

# 7. Implementation

Northfleet Harbourside



# 7.1. Implementation

## Delivery & Phasing

The proposed Development at Northfleet Harbourside will adopt a staggered approach to phasing. Plots 1-8 & 15-19 will be included within the first phase of the project. Plots 9 - 14 will be included within the second phase of the project.

Each plot or combinations of plots can be considered sub-phases of the over-all phasing plan. Please see chapter 7.2 *Implementation* for further information.

By year 4 the objective is to have the central plots containing the Stadium & Marketplace neighbourhoods complete while the Parkland neighbourhood is in the process of being constructed with one building on plot 19 already complete.

By year 8 all of Phase 1 will be complete with Phase 2 (remaining buildings of the Boulevard and the Riverside Neighbourhood) will all be under construction.

By year 10 the entire proposed development will be complete.

*Please refer to the Environmental Statement Vol. 1- Chapter 5 Demolition and Construction & Environmental Statement Volume 3, Appendix: Demolition and Construction – Annex 1*



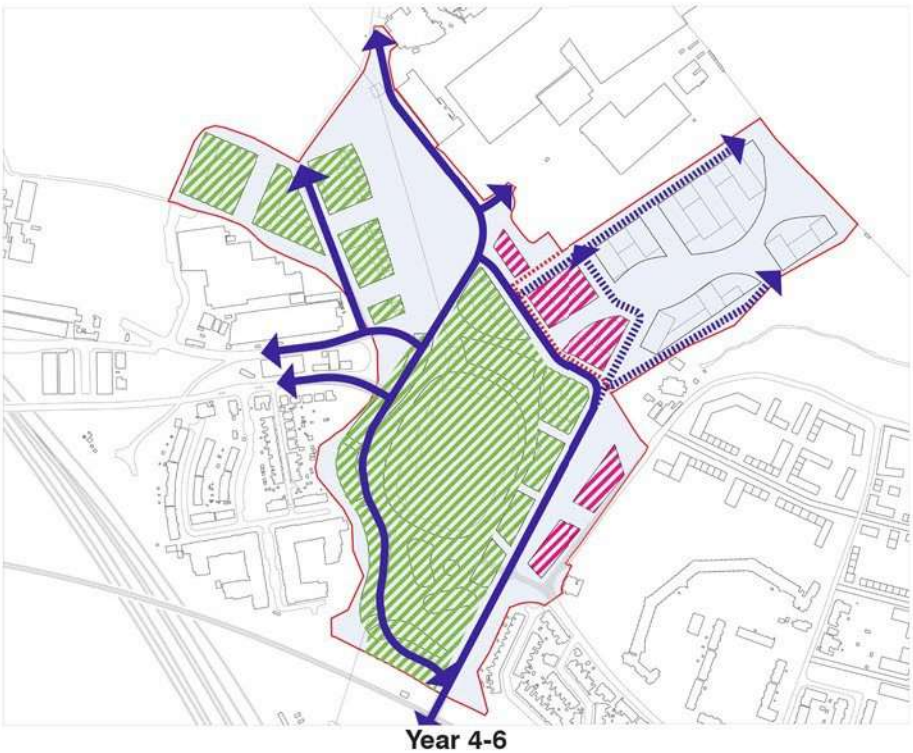
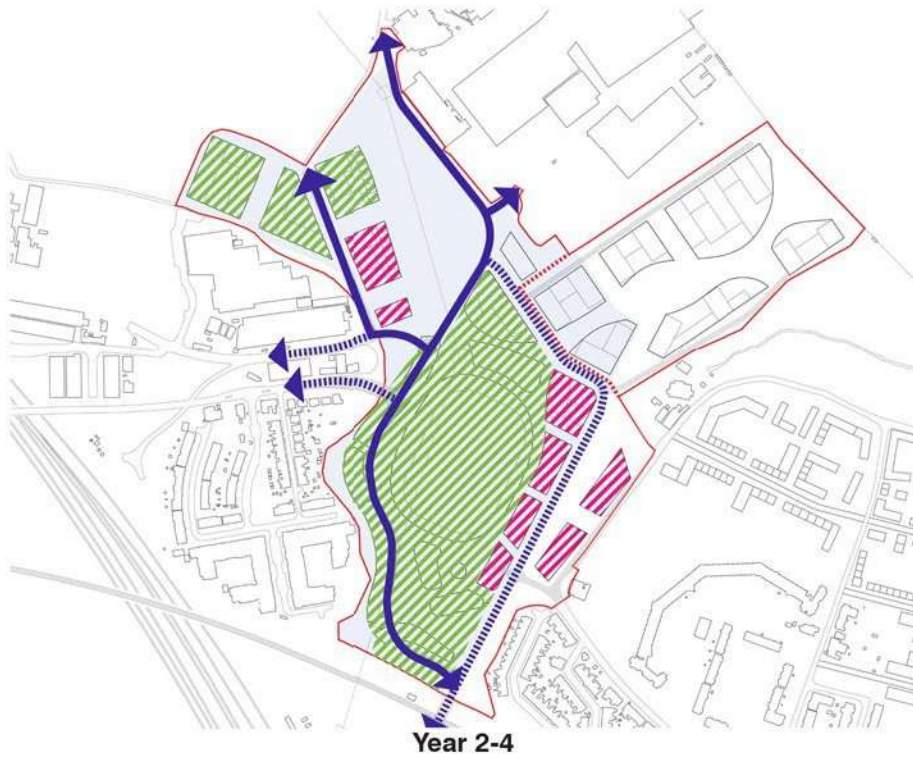
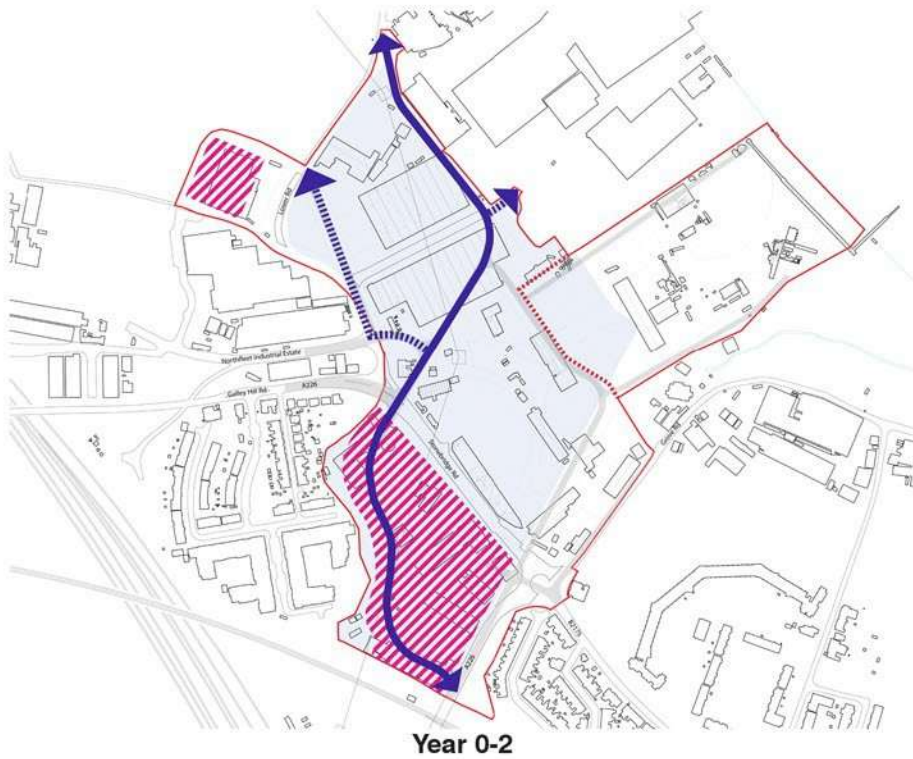
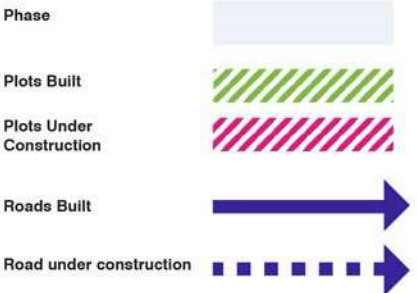


# 7.2. Implementation

## Roads and Plot Phasing

The Illustrative design of the roads in the development will be approached in a staggered way to ensure the least amount of disruption to the local area. Connection between local industry and the A226 will be implemented firstly, then access from the development to the immediate context to the west of the site and then within the development itself to the different neighbourhoods.

Please refer to the Environmental Statement Vol. 1- Chapter 5 Demolition and Construction & Environmental Statement Volume 3, Appendix: Demolition and Construction – Annex 1







**Northfleet  
Harbourside**

